

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXIV, No. 6 NEW YORK, FEBRUARY 10, 1921

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**S***ANI-FLUSH*, manufactured by the Hygienic Products Company of Canton, Ohio, is made to do just one thing; to clean closet bowls better and with less labor.

This has been the basic selling feature of all their advertising. For years, Advertising Headquarters have been working with the Hygienic Products Company impressing the women of America with the thought that "*Sani-Flush*" cleans closet bowls without scrubbing.

Faith in the principle of "keeping everlastingly at it" has had gratifying results. From the very beginning the business has steadily grown, sales have steadily increased and *Sani-Flush* has become a household necessity.

## *Sani-Flush*

TRADE-MARK REG. U. S. PATENT OFFICE  
Cleans Closet Bowls Without Scouring

### N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

# THE STANDARD FARM PAPER UNIT

The following facts were taken from the recent survey of the Bureau of Crop Estimates.

The sum of \$10,844,121,000 was paid to American farmers in 1920 just for farm animal products and animals slaughtered and sold at the farm.

This is within 2½% of the amount derived from the same source during 1919.

But this was only part of the farmers' income for last year.

In addition, his 1920 crops were valued at \$10,456,015,000.

The total farm wealth, therefore, produced last year was \$19,856,000,000.

86% of this vast sum was produced in the 28 states where is concentrated 95% of the circulation of

## The Standard Farm Paper Unit

Over 1,900,000 Better-than-Average Farm Homes

**The Breeder's Gazette**  
*Established 1881*

**Wallaces' Farmer**  
*Established 1895*

**The Ohio Farmer**  
*Established 1848*

**The Wisconsin Agriculturist**  
*Established 1877*

**Prairie Farmer, Chicago**  
*Established 1841*

**Pennsylvania Farmer**  
*Established 1880*

**The Nebraska Farmer**  
*Established 1859*  
Lincoln, Neb.

**The Farmer, St. Paul**  
*Established 1882*

**Hoard's Dairyman**  
*Established 1870*

**Progressive Farmer**  
*Established 1886*

Birmingham, Raleigh,  
Memphis, Atlanta, Dallas

**The Michigan Farmer**  
*Established 1843*

**Pacific Rural Press**  
*Established 1870*

**The Farmer's Wife**  
St. Paul

*Western Representatives*  
STANDARD FARM PAPERS, INC.,  
Conway Building, Chicago



*Eastern Representatives*  
WALLACE C. RICHARDSON, INC.,  
95 Madison Ave., New York City

*All Standard Farm Papers are members of the A. B. C.*

Feb. 10, 1921

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIV

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## When Business Gets in a Rut

The Way Out Rests with the Manufacturer Himself—Hastening the Recovery of Sagging Business

By C. P. Russell

A STORY is told of a prominent automobile manufacturer who went into his cost estimating department one day and asked for the cost of making a certain small part. The head of the department made a notation on his pad and replied:

"All right, Mr. Jones. We'll have the figures for you to-morrow."

"Tomorrow?" exclaimed the boss. "How many people have you got in this department?"

He was told the number. It represented a small army.

"And it will take them till to-morrow to find out that? Why, I can take the back of an envelope and figure it out in two minutes. To-morrow indeed!"

Soon afterward a prominent executive in this concern was released. This was followed by the resignation of several others. For a time heads fell like apples from a tree. Whether it was all due to this cost incident no one knows, but anyhow the story is that the president of the company found that too much moss was clinging to the organization and he adopted a drastic method of shaking it out.

Whether he was wise in letting experienced employees go is a debatable question. Employers are not so addicted to the right-and-left plan of firing men as they once were. They have found that faults are often due to methods rather than men, to policies rather than people.

The trouble with a slow-moving business, when analyzed, will often be found to be nothing more seri-

ous than that it has fallen into a rut. It has moseyed along in one direction till it has worn channels that have become deepset grooves. It is therefore handicapped in meeting a new condition.

The fact that a business is in a rut does not necessarily mean that it is losing money. It may not even be standing still. It may even be turning out what seems to be a satisfactory profit year after year. But all the time the law of diminishing returns, though seemingly suspended, will finally emerge and demand a penalty.

The organization may be running smoothly and efficiently, but its outlook has become narrowed, its blood is circulating slowly. What is needed may not be so much a change of personnel as a lift out of the rut. It needs a new goal, a fresh task, a better understanding of the requirements of a changing world. For changes are setting in fast. The recent slump has caused a shake-up in the business world unlike anything it has experienced in the last decade. Not even the war subjected business to such a strain.

What had I better do? says the business man who has been reflecting on the situation.

The answer is that he can do almost anything he likes. He has numberless opportunities open to him. His task is to find those best suited to him and to his product, and then to develop them.

His ability is limited only by his energy, judgment and will-power. Brains figure, too; but as

Henry Ford says, those can be hired. William James, the American philosopher, once wrote that the average man goes through life without utilizing more than a small percentage of his real abilities. He has a vast reservoir of power to call upon at need.

It has been proved that a business can be made to do, almost literally, anything. For business is a flexible and adaptable force, and not a rigid institution. It will successfully enter any field, climb any barrier, accomplish any result, provided sufficient energy and resourcefulness are called into action.

Everywhere business men are making momentous and even drastic changes in their work. In some cases the direction they are taking is opposite or at right angles to their previous path. Therefore they do not expect instant results. They do not expect to cash in next week, or next fall, or next year. They are looking five, even ten, years ahead. They are building for 1926 or 1931.

Only recently PRINTERS' INK told the story of a shoe manufacturer who has dropped all his salesmen, severed connection with old customers, and opened a strictly mail-order business. When reminded that he was taking on a big job, he calmly said he expected to spend five years perfecting his new system.

The business man who is dissatisfied with his present progress, can begin, then, if he likes,

(1) *By changing his method of distribution.*

Procter & Gamble for years sold their soap through the customary jobbing channels. Now they have cut out the wholesale grocer and are selling direct to the retailer. This means a tremendous break with the past—a break that involves much difficulty and no small antagonism. But Procter & Gamble have studied their ground and believe they can do it.

This move is part of the present tendency to shorten the distance between the producer and the consumer. Whether this tendency is

economically sound and whether it will give the widest benefit to the most people, time alone will tell. The point is that many producing companies believe that distributing methods have fallen into a rut; they don't see anything sacred about traditional practices, hence they have not hesitated to make experiments. Even the mistakes they make, they regard as factors that will help buttress the future.

A few years ago the Oliver Typewriter people decided there was too much waste involved in their prevailing selling system. They doubtless armed themselves with all the facts and figures before proceeding. But once they had made up their minds, they acted with decision. Almost overnight they diminished most of their 15,000 salesmen and agents, applied the axe to their 50 branch offices, and put their money into advertising, offering \$100 machines for \$49. It was the sensation of the business world at the time, and many heads were shaken, but since the Oliver policy has not been reversed, the company seems to be satisfied with the results for itself.

We say "for itself," because in business what is sauce for one goose may not be sauce for another goose. If all the other typewriter companies had done the same thing, the results for the Oliver people might not have been so good. A good time to make a change is when all the other fellows are doing just as you are. That invests you with distinction because you are "different," and if change becomes the fashion, you are out in front with a good lead.

#### WINCHESTER'S DRASTIC METHOD

Winchester guns and rifles have been standard articles for many years and the Winchester Repeating Arms Co. was satisfied to keep on making them exclusively. But the war left it with expanded facilities which, if unused, would be a detriment. So to market their greatly increased production the Winchester people suddenly announced the formation of a



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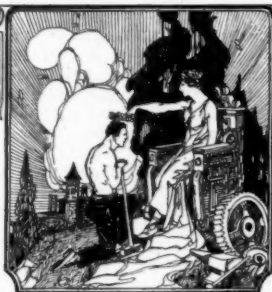
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## THE CHARACTER OF OUR CLIENTS INDICATES THE CHARACTER OF OUR SERVICE



WE feel that breadth of experience contributes materially to the caliber of our service. The wide diversity of our accounts has led us to group and serve them by Divisions, of which one example is the following group of

### INDUSTRIALS

|                                  |                            |
|----------------------------------|----------------------------|
| John F. Byers Machine Company    | Auto Cranes                |
| Cleveland Tractor Company        | Cletrac Tank-Type Tractors |
| De-Hy-Dro Company                | Dehydrating Machines       |
| Gabriel Manufacturing Company    | Motor Vehicle Snubbers     |
| International Motor Company      | Mack Trucks                |
| Marion Steam Shovel Company      | Steam Shovels              |
| U. S. Rubber Company             | Mechanical Rubber Goods    |
| Youngstown Pressed Steel Company | Pressed Steel Products     |

#### Besides Industrials our Divisions include

|                                 |                    |
|---------------------------------|--------------------|
| Banks and Bankers               | Household Articles |
| Building Materials              | Office Supplies    |
| Proprietaries and Druggists'    | Petroleum Products |
| Sundries                        | Public Service and |
| Farm Equipment and Supplies     | Municipal          |
| Food Products and Confectionery | Miscellaneous      |

## THE H.K. McCANN COMPANY

*Advertising · 61 Broadway · New York*

CLEVELAND

SAN FRANCISCO

TORONTO



Winchester chain of retail hardware stores. Not content with that, they also took on the manufacture of such apparently foreign articles as skates, fishing tackle and flashlights. These revolutionary moves put the Winchester Co. back into the public eye with a bang and the advertising value alone must have been worth a great part of the initial cost.

Changes in distribution methods which will open new outlets have come fast in the last few years. That is why we are no longer surprised to see handkerchiefs and books on sale in drug stores, or ladies' hosiery in men's furnishing stores.

If satisfied with his distributing channels, the discontented manufacturer may go back a step. He may find it wise to

(2) *Change his selling methods.*

He may profit by employing canvassers instead of salespeople. He may find it better to pay on a commission basis rather than on straight salary. His product may be better handled by women rather than men.

The Lily Cup Co., for instance, finds that girls can get orders for sanitary paper drinking cups with more facility and with less expense than men. But these girls are not so much salesmen as visitors. They work principally in office buildings, and their job is not so much to get appointments with managers and purchasing agents as to find out which offices use Lily Cups and which don't. Their introductory work is then backed up by the clever use of the mails.

Members of the Johns-Manville sales force are not so much salesmen as expert advisers and consultants. They visit a buyer to offer service rather than goods. Hence doors are open to them that are closed to others. They sit down with a prospect and advise with him about his plant troubles. They take orders incidentally.

Hyatt Roller Bearing salesmen are also trained primarily as engineers. Their mission is to give expert advice on friction problems rather than to press for orders.

Such men are doing away with the old idea that it is a salesmen's job to gain a victory over the purchaser and by their superior wits get his money. They are eliminating the basis for the old maxim: "Let the buyer beware."

But it is not to be forgotten that the product itself may be old and stale. Progress has swept on and passed it by. Competition may have become so fierce that there are no longer profits for anyone. Sometimes a new and different product will inject new life into a slow-gaited organization. Therefore

(3) *Change the product.*

Some firms, once restricting habits were removed, have seen a specialty or side-line outrun the chief product, or they have swung their manufacturing plant into an absolutely fresh field and made a product entirely unrelated to their previous line. A brass plant, for example, need not confine itself to curtain rods. It may make electric light fixtures. A steel mill can make rails as well as armor-plate.

PRODUCTS ENTIRELY DIFFERENT

During the war a manufacturer of ice skates, suffering under Government restrictions, took squares of flat steel and polished one side till they became mirrors. Because they wouldn't break and might turn aside a bullet, thousands of them were sold as presents to soldier boys. This was a change that war forced, but was turned into a source of revenue.

Some time the complete story will be told of how a certain product intended for use in electric insulation became popular for pipe stems. The story of the Kiddie Kar, which became the principal product of a firm turning out toy stereopticons, is already well known.

But it may be unnecessary to make an absolutely new product. An old one improved and standardized will sometimes sweep the market. Alarm clocks were a staple in every home for many years, but when the "Big Ben"

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# Advertising Values

For the advertiser who is looking to get the greatest value for his advertising dollar **THE AMERICAN WOMAN** presents two facts which will appeal strongly to him.

First—The quoted circulation of **THE AMERICAN WOMAN**—500,000—is 100% **NET PAID**. That statement needs nothing more to make it stand out as real circulation value.

Second—The page line advertising rate per 100,000 circulation of **THE AMERICAN WOMAN** is .453.

Simply as providing a basis of comparison we might mention that the average line rate of five of the leading women's publications, based on page rates, is .711.

Are you getting the most out of your advertising appropriation?

## THE AMERICAN WOMAN

*"The Real Magazine of the Small Towns"*

Member of the Audit Bureau of Circulations

*Western Advertising Office*

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

*Eastern Advertising Office*

W. F. HARING, Mgr.

Flatiron Bldg., New York

clock came out, it was received as if there had never been an alarm clock before.

Mirrors are common and abundant, but Furst Bros. & Company have found a way to advertise and sell them by linking them up with taste and beauty in the home. They increased sales enormously by simply getting out of the rut in the marketing of mirrors.

But if you don't care to change the product, perhaps you will find it beneficial to

(4) *Change the name of the product.*

The Lake Superior Loader Co. has a machine once sold as the Armstrong Shovel. As such it never did much in the way of sales. But a change to the trademarked name of "Shuveloder," combined with an aggressive advertising campaign, acted like magic. In the same way Chase Mohair Velvet has benefited by taking on the name of "Velmo," which suggests its nature and at the same time gains a distinction which will make it stand out as among other similar fabrics.

Some time ago a Canadian concern which markets bags of lime suitable for the treatment of acid soils found that farmers were somewhat apathetic toward their goods. The reason was that farmers already know that much land is unproductive because of the lack of lime, and there was, therefore, nothing new in the manufacturer's message. So the name of the product was changed to Agri-Lime, and it was found that this specific title had a marked effect on sales.

Where a product is sold under a merely generic name, the way is laid open for invasion by competitors, and it is difficult for a manufacturer to maintain the proper protection for his goods. The adoption of the crisp, specific and easily remembered name frequently solves these difficulties and makes it possible to advertise the product in a more concentrated fashion.

In other cases, manufacturers have encountered marketing diffi-

culties because of a change in the taste of consumers, or because the product was sold by units unsuited to certain markets. There are certain cases, then, when it becomes advisable to

(5) *Make a change in the unit of sales.*

A study of the market may reveal that the customary selling unit is too large or too small, too unwieldy or too inflexible, or too long or too short.

A recent article in *PRINTERS' INK* told how the Mennen Company saved money for itself and trouble for the retailer by putting talcum powder into larger containers. It was found that the larger package would cost less to make than two smaller ones, and that it would cost no more to fill one large can than a smaller one. It was found, moreover, that the larger unit gave the dealer fewer packages to handle and increased his sales volume.

#### MAKING IT EASIER FOR BUYERS

The Oak Flooring Manufacturers' Association made a discovery not long ago that, though much talked about, is worthy of much wider study. It was found that the oak flooring trade had made trouble for itself by quoting prices based on the customary unit of 1,000 feet. But such a method of quotation carries little meaning to the ordinary person, who, perhaps, has only a small job to do. The association therefore encourages dealers to learn the dimensions of the jobs that the customer has in mind and then to make the job the unit for estimate. Tell a customer that a thousand feet of lumber will cost him \$100 and he may be frightened off; but tell him that it will cost him only \$35 to have his floor done in oak, and he has altogether a new conception.

Not long ago the writer passed a florist's shop and saw above a bank of flowers in the window a sign which read:

"Any bloom you like and a spray of fern for 25c."

A purchase resulted right there.  
(Continued on page 138)

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Well, it's in Brooklyn.

Full information at  
the Standard Union  
office.

You're welcome!

R. F. R. Shulman

# Electric Light Companies Appeal to Public in Big Campaign

They Explain Their Urgent Need for Higher Rates and Are Backed by Entire Electrical Industry

By Martin Hussobee

A NATIONAL campaign, initiated by the National Electric Light Association, and just getting under way, is an association campaign that is more than ordinarily worth while studying.

For one thing it is going to afford a remarkable demonstration of what can be achieved in the organization of an associated advertising plan on a large scale. Practically the entire electrical industry of the country is in it.

Very many thousands of dollars are being appropriated for co-operation. Pages and double-page spreads will appear in popular magazines and technical publications. Large space will be used in big city and in local newspapers throughout the country.

Yet the parent campaign, the originator of it all, will not be more than fifteen half-pages, spread over the year, in a national weekly. And, large as the total sum expended will be, the individual outlay of each concern assisting will be relatively slight.

The method by which an appropriation of no more than \$50,000 is made the basis for what will develop into one of the biggest campaigns ever planned, is very instructive.

It will be no less interesting to watch the results. The purpose of the campaign is a hard one to attain. It is to sell the public on the need of giving a larger revenue to the electric light and power companies of the country.

Put in its crudest form, this means that the public is to be made willing to pay more for its electric light so that the companies may make a larger profit. The idea is to bring the public to a spirit of willingness to pay more by explaining the necessity of higher rates.

Will advertising accomplish that miracle? Will the people respond to a dignified appeal to reason and common sense addressed to them through advertising space? Will the response in the individual be strong enough to reach beyond the individual and influence the public service commissions?

## NO BIG PROFITS IN THIS BUSINESS

The situation of the electric light companies is that of all public utility bodies whose rates and profits are controlled by public utility commissions. The railroads are the only exception—they have had their rates increased to meet their increased expenses.

In the case of the electric light companies, the cost of operation has increased, but no adjustment of rates has been allowed. One item is sufficient to illustrate their increased cost. Sixty-five per cent of the cost of the production of electric current is for coal. In the last seven years the price of coal has increased from \$4.979 to \$10.541 a ton—at the pit mouth.

No question of "excess profits" bothers stockholders in electric light companies. Only by virtue of greater efficiency in details, some of which may have been forced upon them by the circumstances, have many of the companies been able to keep going. The luckiest of them are not paying dividends greater than the interest paid by savings banks.

It is the smaller companies in the small but rapidly growing towns that are the worst hit. At least one of these has given up the fight. Clinton, Ky., with 2,500 population, had electric light for twenty years, and when the company could not meet the increased cost of operating, the city tried and found it too expensive. Clin-

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## Thousands of pairs of shoes are going to the farmer

Each year the farmer buys shoes—shoes for his wife—shoes for his kids—and shoes for the tenant's family, too. He cannot window-shop like we city folks do. He's too busy for that. For shoes, sparkplugs and everything, he refers to the advertisements of those articles.

Many manufacturers are reaching 200,000 of America's wealthiest farmers through THE AMERICAN FRUIT GROWER. It represents a large and rich field of sale.

# AMERICAN FRUIT GROWER

CHICAGO

*The National Fruit Journal of America*

Guaranteed minimum circulation, 200,000 monthly

**SAMUEL ADAMS, Editor**  
**ROBERT B. CAMPBELL, Publisher**  
**J. E. FORD, Director of Advertising**



ton is now using kerosene and candles, and is offering a bonus of \$10,000 to anyone who will work the generating plant again.

But the point of concern is not that the companies are paying little or no interest. The far more important point is that the electric light concerns of the country are largely keeping going only at the

that the light never fails to come when the button is pushed.

The position has been reached where growth has eaten away the emergency margin. In many places further growth is impossible—and the companies as a whole are in the fix that, if they raise money on bonds to make the necessary plant extensions, the rates

they are allowed to charge are not enough to pay the interest on the bonds.

According to George F. Oxley, of the National Electric Light Association, to whom the origination of the national advertising campaign is largely due, no less than a billion dollars a year is needed to make the required plant extensions and replacements to meet the normal growth, and the country is at this moment at least twenty-five per cent behind in electrical equipment in the way of central stations to meet the demand for current.

"Only an increase in rates will enable the money to be raised," says Mr. Oxley. "Before January, 1925, no less than \$3,700,000,000 will have to be raised by bonds—which cannot be done unless the companies can earn enough to pay the interest. Only by the good-will of the public can we obtain the higher rates necessary."

It is the belief of the executives of the National Electric Light Association that the moment the people see the situation they will be willing, not only to pay the electric light companies whatever the commissions may decide are fair rates, but will also take up the bonds that must be issued.

The association consists of about 500 electric light companies. The president is Martin J. Insull of Chicago. The offices of the association are in New York, and

(Continued on page 17)

### Oliver Twist-ed



**WHAT! Back to work!** When one has been home enough of sitting Who of us has not experienced something of the same sort—some day that our public servants the electric light companies are "sitting to work," and doing it from us.

They represent it, in effect, that for some time that our level has not been enough, that the great world has been getting thinner and thinner, that they have been asked to do the work and labor and even more important here if we want them to do a good job.

Now just what are the facts? Electricity is one of the few commodities which have shown little increase in price during the years when everything else went up. But it kept coming down to make it and deliver it to your house or office.

Hardly wonder then that service has suffered, and people who need electric light and power cannot get it. Therefore, obviously to raise the rates would be the most sensible course for all concerned—for the electric light companies and the long run for the public too.

With the added money and capital up on an advance plan to handle the ever growing demand placed upon it, this year and next year and ten years after that.

Here is a quotation that concerns the good of the whole community. Let's see if it reads, being in our town, and then let's decide the problem fairly and equitably on its merits.

**Western Electric Company**  
No. 21 Broadway, New York, N. Y.  
The Western Electric Company is a member of the National Electric Light Association.

TWO ADVERTISEMENTS—ONE OF THE ASSOCIATION AND THE OTHER OF A MEMBER COMPANY

expense of their "emergency margin" and cannot keep pace with the normal growth of the community.

Every year the normal demand for electricity is increasing by more than twenty per cent of the preceding year's requirement. Plants have to be kept growing. In rapidly developing districts the growth called for is very considerable.

As a rule, a central plant is kept about twenty-five per cent larger than is necessary for its peak load. That additional power is the "emergency margin." It is there as a precaution against any sort of breakdown. It is that margin which produces the condition



**Who are You?**

NINETEEN-NINE shows out of a hundred you are the man whose control finger on the right hand is expert in pressing electric buttons.

An electric button is a pretty small thing. By it we make elevators run and fall for us, we summon employees, we give orders, we start big machinery whirling, we turn the light on and off, and—our could go on indefinitely. But sometimes, it is not the half-inch button that does all this.

There is the tremendous power behind the button, the huge dams and water turbines (in case of water power) or the enormous boilers, turbines, engines and generators (in case of steam), the wires of high-tension transmission lines, and the thousands of smaller wires stretching like a web from your very button out over the whole country.

1,400,000 people have invested their savings in the securities of the electric light and power industry. Besides these thousands of citizens there are the thousands of insurance companies and the banks made by banks.

They make possible "the button" that your finger presses morning, noon and night. Thirty-five million others make the same investment service.

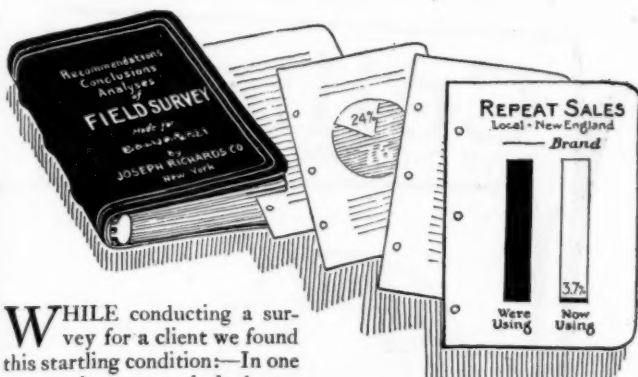
There are still 14,000,000 homes in the United States remaining to be wired. 14,000,000 un-wired homes mean that millions of people are without the benefits of electric light and power in their residences.

Crucially most of these residences will demand electric service, and the electrical industry with the support of the public, will find the means to extend this service to these remaining portions. In other words, it will be able to press that half-inch button.

**NATIONAL ELECTRIC LIGHT ASSOCIATION**



## Yes! The Public Bought—But Less Than 4% Came Back



WHILE conducting a survey for a client we found this startling condition:—In one community 27 people had purchased a competing brand. Twenty-six of them had later shifted to other brands. A similar situation, though not as extreme, was found to exist throughout the country.

Traced through the trade, the reason for such a high percentage of one-time sales was found to lie in serious defects in the product. Past reputation made customers—but present quality lost them.

Our client obtained a wealth of other first-hand information about the whole competitive situation.

He now knows, better than his competitors, the public's estimation of their goods—and the reasons why. He knows how to get and keep the co-operation of the trade. But best of all—

He knows the superiorities and limitations of his own product and how to make it the dominating factor in the market. He knows these things from his Richards "Book of Facts."

Successful merchandising under today's chaotic conditions almost demands that manufacturers secure from an unbiased source today's merchandising facts. Probably you, too, need a Richards "Book of Facts," made to your order.

JOSEPH RICHARDS CO. INC.

Est. 1874

NINE EAST FORTIETH ST. NEW YORK

*"Facts First — then Advertising"*  
**RICHARDS**

# Collier's

THE NATIONAL WEEKLY

Get a copy



*"Who will stand  
with Lincoln  
and believe in the  
United States?"*

***"We need many things in the next four years. Laws, international understandings, financial readjustments, better industrial relations. But, most of all, we need to remember that every material problem is a spiritual problem at bottom; that in its solution, not a formula, but a spirit, is the great essential. And every President has a right to expect from us what Lincoln would surely ask—common sense, patience, tolerance, good humor, and an overmastering faith."***

The editorial in Collier's for February 12, from which we quote here, has been made into a booklet. You may have a copy.

**Collier's**  
THE NATIONAL WEEKLY



HERMAN GREENBAUM



# Get the Most from the Market

**W**HY be satisfied with a fraction of the business you can do in Baltimore? If the town is worth permanent selling representation, why not enable that representation to deliver you 100% returns by telling the consumer about your products instead of relying upon the trade to educate and sell him?

Some of the principal lines represented in Baltimore by Herman Greenbaum, splendidly assisted by Louis H. Greenbaum and Ed. S. Levy, are Brighton Garters and other lines including suspenders and belts of the Pioneer Suspender Co., Esco Hosiery, the Reis line of Union Suits, Glastenbury Health Underwear, etc.

During a recent investigation Brighton Garters were found in 53 stores out of 80 interviewed and reported the best seller in 13. Their distribution is approximated as 66%. This showing, we believe, could be increased by 25% to 30%; consumer sales probably even more, if Brighton Garters were given the intensified support of newspaper advertising. Likewise Esco Hosiery! Our recent hosiery investigation shows that Esco has attained the highest percentage in distribution of any line of hosiery in Baltimore, and yet, splendidly as it has been sold by Mr. Greenbaum, the trade is a unit in believing that Esco sales could be heavily stimulated—that Esco, in fact, could dominate this market if active advertising in publications like *The NEWS* and *The AMERICAN* added to its merits in the eyes of dealers and broadened its popularity with the consuming public.

The Reis Union Suits and Glastenbury Health Underwear would also profit, and profit BIG, we believe, if their selling were sustained by systematic advertising through *The NEWS* and *The AMERICAN* with approximately 185,000 net paid circulation, and with 137,500 of it in Baltimore and suburbs.

*The circulation of these two papers was built up by competing organizations and offers no known duplication whatever. Rate 30c per line for the two papers daily; 35c Sunday.*

## The Baltimore News

EVENING, DAILY AND SUNDAY

## The Baltimore American

MORNING, DAILY AND SUNDAY

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

*Have a web*  
Advertising Manager

the executive manager is M. H. Aylesworth.

When the nation-wide appeal to the public was thought of, it was not overlooked that, large as the electric light companies bulk when considered together, they are really only a small part of the electrical industry—and yet practically all the industry depends upon them.

For instance, it is estimated that the expenditure of \$3,700,000,000 by the electric light companies for extensions of plant to meet the demand, will involve supplementary expenditures, by users for wiring and equipment, amounting to no less than \$6,700,000,000 before January, 1925.

Some idea of the vastness of the electrical industry, outside of the electric light plants but absolutely dependent on them, may be gathered from a single statement. It is said that the sale of electrical washers, irons and other equipment of domestic character for the home, amounted last year to more than \$2,000,000,000.

Consequently, when the National Electric Light Association thought of appealing to the public, it brought the idea before some of the manufacturers of electrical equipment and appliances. Not only was the idea indorsed, but hearty co-operation was offered.

The equipment and appliance manufacturers did not have to be told that they would not be able to get much of a sale for their goods if electrical current to run them could not be furnished. Without the current, the goods were useless.

One of them cited a case that had come under his notice. A town in which he was interested

had invited a manufacturer to establish his plant there. The manufacturer accepted, and applied to the electric light company for power, specifying a continuous daily load equivalent to 25,000 horsepower.

The electric light company replied that it could not furnish the power—it had no margin left to



#### SERVICE TO YOU

During into the unknown, winning constantly through untold fields, achieving amazing improvements, Electrical Research is ever at your service. There are evidences of it to be observed almost every hour of your day.

**At the heart of a home, house or hotel with lights.** Innumerable services are performed for each's personal comfort and convenience. Concessions are made to brighten and save by night. Individual machinery everywhere is engaged to produce the world's goods with greater speed, simplicity and economy.

**Time and distance are bridged by wire and wireless.** The science of medicine is made more potent by the marvelous X-ray and other electrical operations. New machines, new methods, new products and new uses for old ones are conceived and perfected.

**It is Electrical Research which performs all this service for you and all mankind—the patient, mailman, self-sufficient tool of commerce, physician and engineer in laboratory and factory.**

#### Bringing You This Service

**Efficient handling electricity to man's will would be found in 1917 without the electric light and power companies serving the needs of Research to the world's largest light. Through them, now, thanks to a Research which, as it grows, has made innumerable things for man better, greater, more numerous come now over hundreds of miles that it was then for ten miles, and generating machinery capable of producing a hundred times as much power in a given space.**

**It is through the investment of capital in electric light and power companies that electricity can be generated on a vast scale for economy's sake. It is this:**

capital, their engineering and maintenance services, their business organizations which distribute current through constantly multiplying systems of wires. These companies are called to the world's use of electricity.

#### When Research is Personified

**YOUR contact with these public service companies is not a mere business transaction. You have failed to realize the full service rendered you. You only pass a month. You expect results with no thought of the mass of wire and cable, of buildings filled with consuming, generating, storing and distributing apparatus, of heavy construction lines leading back to massive power houses of generating Research.**

**The mechanical legions due to duty dependably for you under the eyes and hands of men whose words, fitness, integrity and loyalty make their public service a true service to the public.**

**They are dealing in a mystery—these electric light and power companies—a mystery for which the demand is constantly swelling. Their features in character, in a firm foundation. In order that they may deliver to you at the end of a wire the fullest benefit of Research, they need the sympathetic interest of a true serving public which saves for itself the spreading and lessening problems of this service.**

**Research looks to its people worldwide and to its unending mechanical form, as an expanding and unending service to you.**

#### GENERAL ELECTRIC COMPANY

A NATIONAL ADVERTISER TALKS OF THE SERVICE RENDERED BY LIGHT AND POWER COMPANIES

draw on. It was unable to extend its plant because, as its rates were not permitting it to pay more than three per cent interest, it could not get money to buy generating machinery except by issuing bonds at a ruinously low price.

The manufacturer decided not to go to that city. He would not erect a steam power plant because the extra cost would make it impossible to meet his competitors on a price basis.

Such cases are common and the losses arising through them are considerable. In the instance referred to, the city in question lost an industry which would have

brought it at least 150 new families, meaning the building of a hundred or more new homes. The building industry lost. The electrical equipment makers lost.

Thinking it out in all its bearing on the general prosperity of the country, it will be found that the losses involved run back in many directions; affecting the copper mines, the steel mills, the cotton fields and the silk mills, to mention only the larger industries concerned.

Another manufacturer of electrical equipment estimated that there are something like fourteen million homes in the country waiting to be wired for electric light—and that there was a crying call for 400,000 new homes, all of which probably would require wiring.

As a result, the electrical equipment manufacturers formed an advertising committee to organize their industry and put it behind the electric light companies in their appeal to the public. The response was remarkable. Already the following are among the companies that have undertaken to assist in the campaign. Several have already begun.

The General Electric Co., Western Electric Co., Westinghouse Electric and Manufacturing Co., National Lamp Works of the General Electric Co., Edison Electric Appliance Co., Habirshaw Electric Cable Co., Westinghouse Lamp Co., Canadian Westinghouse Co., Edison Electric Illuminating Co., Wagner Electric Manufacturing Co., H. W. Johns-Manville Co., Sterling Bronze Co., American Washing Machine Manufacturers' Association, Hurley Machine Co., Electric Storage Battery Co., Trumbull Electric Manufacturing Co., Hygrade Lamp Co., Condit Electrical Manufacturing Co., Kuhlman Electric Co., Burke Electric Co., Majestic Electric Development Co., Locomotive Electric Washing Machine Co., Federal Electric Co., Sangamo Electric Co., Maloney Electric Co., Roller-Smith Co., Power Specialty Co., Packard Electric Co., Hamilton-Beach Manufactur-

ing Co., Syracuse Washing Machine Corporation, Britten & Doyle, Jeffery-Dewitt Insulator Co., P. A. Geier Co., Domestic Electric Co., Anaconda Copper Mining Co., Indiana and Michigan Electric Co., Robbins & Myers Co.

The leading electrical business-paper publishers are also donating space to the cause.

Several other manufacturers are expected to join before the year is out.

The manufacturers will chiefly use the technical press, pages and double-pages. By skilful organization carried out by the Manufacturers' Advertising Committee and the Public Relations Section of the National Electric Light Association, it has been so arranged that some of this advertising will appear in every issue of the trade papers throughout the year.

In addition, some of the larger manufacturing concerns, such as the General Electric, Westinghouse, and the Western Electric, will use space in the popular magazines, half-pages, pages and double pages, so that practically every week, even so far as arranged at present, some message on behalf of the electric light companies will be appearing.

Here is an example of what will be done. This is the copy in a very effective two-page layout by the Anaconda Copper Mining Co.:

#### THE GOOSE OF THE GOLDEN EGGS

The story of the goose that laid the golden egg is an old one—old and well known—and yet there are many whose foresight is so poor that they fail to profit by the pointed example of this ancient fable.

The Public Utilities is the goose of the Electrical business and the demand for electrical material that she creates through the ability to deliver power is the Golden Egg.

The water in our homes—our extensive piping systems—would be useless without the pump that keeps the pressure up.

Likewise the vast network of wires and cables, transformer and substations and all the hundreds of varieties of power plants, switches, fuses, appliances, attachments and household machinery—products which make the living for thousands of people year after year—would be useless without the Central Station and the great organization that is con-

stantly striving to maintain its service—your service.

Can you remember any dark day when your lights failed to function? It is doubtful. You turned on the switch and your lamp lit with the same full glow that came with its regular evening use. All over the city the same thing occurred, and yet the light was no dimmer. The Public Utilities keep in constant touch with the weather bureau besides maintaining a lookout themselves, and thus the load for the dark day is maintained and the public gets efficient service.

You ride to the fifth, the tenth or the eighteenth floor, to your office each day of your life without the slightest thought of the fact that a great station is grinding out the power that lifts you up so gently. But suppose you suddenly found yourself suspended between floors, suppose those wires and cables suddenly ran dry—then would come the realization that your business—the electrical business—hung on the fact the work and extent of the Public Utilities created the market for the product which gave you your living.

And this is the case with everything in the electrical business.

Man installs electricity in his home because the Central Station can deliver it and keep a constant flow of current ready for him to tap at his convenience—he becomes a market for every kind of appliance, in fact, everything from furniture to furnace, and he creates business for everyone; but in this day and age he would not have placed his home there unless the Public Utilities could have given him electricity.

We must back the Central Station—realize the vast expense entailed in the extensive operations and aid in maintaining the great field that is constantly using and marketing electrical wire and appliance.

While that is purely a trade advertisement, it shows the course along which this great campaign will run. Mr. and Mrs. Electric Light User are not going to be scared with talk about their having to pay more. They are going to be awakened to what they owe to the electric light service—and are going to be made feel good toward the company they deal with.

But all the magazine and trade-paper space given to this cause during the year will be a relatively small part of the total campaign, at any rate in space measurement.

#### ALL MEMBERS TO ADVERTISE

Every one of the 500 company members of the National Electric Light Association will reproduce in their local newspapers, not merely the fifteen advertisements

of the parent campaign as they appear, but also many of the advertisements contributed to the cause by manufacturers. Further—they will run some of their own, dealing with their own specific situation.

Some will, for instance, take the magazine half-page of the Western Electric, reproduced on page 12, and make a four-column advertisement of it in their local papers, surrounding it with white space, and in the same way make a full-page for local newspapers of the General Electric's magazine page, reproduced on page 17.

Notice how this will all dovetail in together as a result of careful organization. The manufacturers' advertisements will greatly help the cause beyond all question. Equally beyond doubt, they will make fine good-will advertising for the manufacturers—and for the electrical business generally.

At the same time a continuous gentle hammering at the public mental attitude toward the electric light companies will be kept up throughout the year. Probably few users of electric light realize how deeply involved the interest of any community is in the financial prosperity of its electric light plant. The campaign will bring that home to them.

Another of the interesting features of this campaign is that its results will be known with certainty. Applications for increase of rates will, of course, be made to the public utility commissions. Some are already pending. Will the advertising have the desired effect? We shall see.

#### George Batten Co. Increases Staff

George Costello, formerly with Doubleday, Page & Co., and for the last four years with Henri, Hurst & McDonald, has joined the staff of the Chicago office of George Batten Co., Inc., as a representative.

The New York office of the Batten agency has added Charles D. Murta, who was formerly advertising manager of L. Strauss & Co., Indianapolis, and recently advertising manager of The Hub, Baltimore, to its copy staff, and George T. Eager, recently with the Butterick Publishing Co., New York, to its staff of representatives.



# Simmons Capitalizes Advertising Done during War

Bed Manufacturing Official Tells How His Company Gained from Rush Period Publicity and Why It Keeps Up Its Effort Now

**D**URING the war when raw material was scarce and the volume of orders overwhelming, the Simmons Company, of Kenosha, Wis., manufacturer of beds, kept up its advertising unabated.

An official of the company told **PRINTERS' INK** at the time that this was done not to get immediate business, because the company already had more orders than it could possibly fill, but to build up for the future. Simmons decided it could not afford to jeopardize the cumulative effect of its advertising by breaking the thread then, even though there was no current need for the publicity work.

In commenting upon this situation at the time, **PRINTERS' INK** said:

"When the present seller's market is over the Simmons company will have so thoroughly established itself with the trade that it will be practically secure from the return of before-the-war conditions."

Was this prediction justified in the light of what the company is doing now? **PRINTERS' INK** asked the question of the same official quoted in the article just mentioned, and this is what he said:

"There is no question at all that this company is more firmly established with the trade and with the consumer on account of its advertising during the war. Our present experience is such that we thoroughly agree with the sentiment we have seen expressed in **PRINTERS' INK** to the effect that the concern that advertises intelligently and persistently in times of plenty is going to gain its reward when business generally is harder to get.

"The results we are getting now more than justify our advertising appropriation during the time when our orders exceeded our production."

And what is the Simmons company doing now when conditions are reversed and when the general supply of merchandise in all lines is greater than the demand?

"Our present advertising is of the greatest benefit to us," the official replied in answer to this question. "We would no more think of cutting down on our advertising now than we did then.

"Our advertising all along has been on a general comprehensive plan laid out two or three years ago to cover a long period. We are going ahead with this plan even though we know that conditions in business are changing from time to time.

"It has been our experience that when business is coming easily then was the most important time to advertise in order that the goods might be well established for the time when business would not be so easily got."

The Simmons man, in his brief interview seems to have covered the case completely—an entire advertising sermon, as it were.

## J. A. Taylor with Ruthrauff & Ryan

J. A. Taylor, for several years advertising and sales manager of the W. S. Quinby Co., Boston, importers and roasters of "La Touraine" coffee, has joined Ruthrauff & Ryan, Inc., New York, agency in an executive capacity.

## E. R. Crowe with International Magazine Co.

E. R. Crowe has left the management of *Hearts' Magazine*, New York, to become associated with the general management of the International Magazine Company.

## Poster Company Opens in Cleveland

The Poster Advertising Company, New York, has established a new branch office in Cleveland under the management of William J. Murphy.



City  
Population  
1,823,779



Separate  
Dwellings  
390,000

Metropolitan Population: 3,000,000

## National Advertising in Philadelphia

These three things expressed in your advertisements will bring you sales:

- 1.—What are you selling?
- 2.—How much is it?
- 3.—Where can it be bought?

One of the beauties about advertising in the Philadelphia Bulletin is that it so thoroughly meets the sales requirements of national advertisers.

### Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

# The Bulletin

Net paid average circulation for the year 1920, **488,687** copies a day.

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



Poverty-stricken little more than fifty years ago, today the South is rich and pays into the United States Treasury more than a half billion dollars in taxes every year.

These figures show Dixie's annual contribution to the Nation's Strong Box—

|                             |               |
|-----------------------------|---------------|
| North Carolina.....         | \$169,206,007 |
| Texas .....                 | 103,004,360   |
| Virginia .....              | 69,312,348    |
| Louisiana .....             | 50,984,323    |
| Kentucky .....              | 47,793,022    |
| Georgia .....               | 42,665,792    |
| Tennessee .....             | 36,138,127    |
| South Carolina.....         | 26,653,541    |
| Oklahoma .....              | 25,595,084    |
| Florida .....               | 15,336,538    |
| Arkansas .....              | 12,233,877    |
| Alabama and Mississippi.... | 29,560,135    |

Total Internal Revenue Taxes  
paid by Southern States....\$628,483,154

# Tribute to Uncle Sam

Strides made by the South in the development of Agriculture, in the expansion of Industry and in the growth of Finance have been long and steady.

This territory of 30,000,000 people is controlled by native-born, white Americans who think clearly and act vigorously. That's why they can be best reached through Southern Newspapers.

The South is not completely covered by the advertiser who overlooks the Southern Newspapers which go into the homes of these people—a prosperous and progressive people, a part of whose income exceeds a half-billion dollars every twelve months.

Possessed of this money, these people form a market where the buying-power is practically unlimited, and they can be reached surely and quickly—effectively—through Southern Newspapers.



**SOUTHERN NEWSPAPER  
PUBLISHERS' ASSOCIATION**

Chattanooga, Tenn.

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*Try it out in Representative Milwaukee*

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## Milwaukee Market Surveys Contain Valuable Facts

Hundreds of leading advertising agencies and manufacturers have obtained Journal surveys on products in the Milwaukee market. National advertisers have used the information gained, to excellent advantage.

Excerpts from a few of their letters are printed below. The originals are on file in The Journal office.

"This is the most complete summary of facts brought to our attention. It is of incalculable value to any advertiser interested in the Milwaukee Market."

"Have received surveys from other cities, prepared by newspapers, but Journal surveys contain more practical value."

"We have found this sales volume exceedingly useful. It was one of the factors in our decision to use newspapers for 1921."

"Three members of the firm have examined your surveys. They have been very valuable in giving distribution and data on prices."

"Journal surveys contain basic information that the advertiser and his agent should have to plan a campaign in the Milwaukee field."

"A manufacturer can quickly see the situation of his product, through the comprehensive Journal market surveys."

"The survey prepared by the Journal is one of the most thorough investigations we have ever seen. We can profitably use it for several of our clients."

"Journal surveys are some of the finest samples of investigation work prepared by any newspaper."

## *The Milwaukee Journal*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives  
New York

Chicago

---

# Wanted: Fewer Black Cigars, More Ideas

Salesmen Who Really Serve Both Customers and Firm Needed to Cause Sales to Hit the Upgrade

By R. K. Sewell

"DID you see that man who just left?" said the pleasant faced gentleman, with the iron-gray hair, in the corner of the club smoker.

I hadn't. So he continued:

"When I am on trains riding to and from Washington, I usually like to talk to people who have an unusual outlook on life. I get enough business when I'm home. When I travel I like relaxation. I picked this fellow out as either a minister, a librarian, or a philosopher. He had his nose buried in a book all the time. He looked like a real student. He ended up by telling me all about the talking points of the line of neckties put out by the house he was working for, and how a retailer could move his stock right now if he knew how to sell. I was never so surprised in my life. I used to be able to pick out the salesman in the old days, but I can't any more."

While I hadn't noticed the salesman who had so much surprised him, I had noticed the same general tendency. The condition seems to be becoming more general. The day of the man who could sell anything from railroad supplies to oil stocks, from silk stockings to hack saws, is passing. His place, it would seem, is gradually being filled by a man who is long on facts and short on big, black cigars. It isn't so much of a stunt to-day to stock a retailer because of the inherent virtues of a particular price of merchandise, glowingly set forth by a man, suave, polished and possessed of an inexhaustible repertoire of funny stories. In these days more sales must be accomplished if bank balances and inventories are to cease to disturb, and the sales way seems the only way to

return to a sound basis of prosperity. Men who have a long familiarity with the market and its requirements, who know the service their product performs for the ultimate consumer, and who can help the retailer get his product from the shelves and into the hands of the retail consumer through real co-operation and ideas, seem to be the best prophets to lead us into the Promised Land of safe and sane prosperity.

A few miles further on, the elderly gentleman who had made the original remark, turned out to be the head of a machinery concern employing more men than any other industry in his State. Although he still seemed surprised and disappointed that he had met a salesman instead of a librarian or a minister, he had drawn a moral from the lesson.

## REFUSED TO BE SWAYED BY "CONDITIONS"

"Now that concern has got a good necktie salesman," he said, "especially for these days. That young fellow told me he used to run a retail store out in Iowa. I asked him about business in a part of the South where I thought it was poor. He surprised me by saying that as far as he knew, it was fine; it was in *his line*, anyway. He wasn't interested in talking 'conditions,' and when I listened to his talk I found out why business is good with him. He went to call on his trade with the same viewpoint he had when he was out in Iowa. Namely, that properly displayed, properly pushed, with tact and knowledge of the merchandise, good neckties at a fair value would sell to-day, and he made his customers believe it, and I'll bet he didn't overstock them. When I get home,

I'm going to suggest to our sales manager that he hire men who have been good retailers. We have a certain specialty in our line which is sold through hardware stores. We have been in the habit every once in a while of hiring a star away from one of our competitors in the line. I don't think it's good business to-day. In the first place, it makes some of your old sales force sore on account of the big salary which everybody thinks you're paying the new man; and in the second place, your competitor's star is apt to be so self-confident that he's cocky, and depends more upon his personality than upon the real spirit of helpfulness."

The people who are doing the best and most consistent selling now, are not the ones with the silk shirts and the gray spats. That type seems to have been replaced by the specialist who knows his job from the inside looking out. Oratory and theatrically developed persuasive powers opened up new accounts, but the kind of a man that is needed now is the one who can sell to men and then help them sell their merchandise to the public. That kind of a man wears well, and his customer isn't nearly so likely as the other kind to wire a cancellation, collect.

A man in New York who has made quite a reputation for picking men who are winners from the most unlikely original material, recognizes this fact by searching for men who want facts.

One he met one evening in the Public Library in the Research Department. He has discovered that the unassuming ways and lack of the slap-on-the-back enthusiasm of men who are interested in digging out information seem to inspire confidence with the kind of buyers he has to sell, and fit this kind of men admirably for the most difficult territory.

A man who has the agency for several Eastern States for a nationally advertised brand of farm lighting equipment, took an automobile trip last fall, attending a series of county fairs. At one of them he met a prominent up-State

farmer who was distributing live stock. With the farmer helping him was his son, a young man, twenty-two years old who was anxious to get a position in the city. He had none of the customary earmarks of the professional salesman—pep, ginger, oratory. But the man who was interested in selling lighting fixtures to the farmers, realized that the earnestness of the boy and the fact that he knew the farmers' language, would make him valuable raw material. His father was much pleased that he might enter this line rather than go into a bank as a clerk, his original intention, and he was told to report when the harvest was over. When he arrived in New York a month later, he looked like a false alarm. He was far from the conventional notion of what a salesman should look like.

At the earnest solicitation of the head of the organization who had promised the boy a job, and very much against his own better judgment, the sales manager put him on the pay-roll. He spent about two weeks inside of the office, including most of the evenings. He worked hard getting into his system all the information he could gather about the lighting plant, and a week more in a nearby outlying district watching some of the plants in operation and talking to the owners, then said he was ready to go out himself. He was given a list of twelve hard nuts, farmers no one else had been able to sell, in a certain county in New Jersey. He came back in a week with seven sales to his credit. He knew the problems of the men he had to sell, he knew why they needed his product and besides that, he was not afraid to put on his old clothes and demonstrate the practical mechanical features of his product to them.

This spirit of helpfulness as leading business men, bankers and economists point out, the better sales way, is the only way to lead us more quickly to the better days just ahead. The kind of man who sells with a real understanding of the other man's need is a

better man than the one who sells through oratory. And by the same token it is the duty of every sales executive to see that this kind of a man gets his chance during the present situation. One man helps build sales on the only truly firm foundation; the other man helps to hurt them in the long run. Choosing the man to fit the territory to-day, means choosing the kind of man who will sell from the buyer's viewpoint.

He is the kind of man who will fit into a firm's policy and know what they mean when they say to the retailer, "Don't buy from us at present unless you are sure that you need the goods and can sell them now." He is the kind who can carry out the house policy of firms that are telling their jobbers and retailers to sell first and buy later, and who are helping them in their desire to sell first.

If in order to bring prosperity a few jumps closer, we are to follow L. K. Liggett's advice and remove from the neck of the bot-

tle the inventories which are now clogging it up; then getting things moving would seem to be largely in the hands of the retailers and the salesmen who call on the retailers.

Executives who are sending their sales force out on the road at the present time would do well to give their sales force every help in the world to aid them in helping the dealer sell to the public, as well as selling their products to him. And in this present problem facing the sales forces of the nation, is the little man's opportunity, the inconspicuous man who sits in the smoker with his head buried in a book, and who in the past has been overlooked in favor of the boisterous man with gray spats and a big black cigar.

Ideas which will actually help the retailer sell will stand the salesman in good stead to-day.

The meek may well inherit the fat sales jobs. All they need is an intelligent appreciation of the other man's problem.

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

### Laurence A. Weaver with "Good Housekeeping"

Laurence A. Weaver, for six years associated with the New York office of the Curtis Publishing Company, representing the *Ladies' Home Journal* in New York State, has associated himself with the New York office of *Good Housekeeping*. Prior to that time, he was for many years with the advertising department of Harper & Brothers.

### W. B. Milnor Advertising Manager for Push-Pins

W. B. Milnor, for many years connected with the Curtis Publishing Company and later with the Lever Brothers Company as advertising manager, has resigned as advertising manager of the Pyralin Division of E. I. duPont de Nemours & Company, to become sales and advertising manager for the Moore Push-Pin Company, Philadelphia, manufacturer of push-pins, pushless hangers, thumbtacks, maptacks and glass specialties.

### W. H. Bond Leaves H. R. Mallinson & Co.

Willard H. Bond has resigned as advertising and merchandising manager of H. R. Mallinson & Co., New York, silks, and will join the O'Connor-Fyffe Advertising Agency. He will handle the Mallinson account for this agency. Mr. Bond had been with the Mallinson company for the last five years.

### Establishes Eastern Office

Industrial Publications, Inc., of Chicago, announces the opening of an office in New York in charge of David B. Gibson, vice-president of the company. Mr. Gibson will have charge of eastern territory, looking after advertising and editorial affairs. The company publishes *Brick and Clay Record* and *Building Supply News*.

### Prevo Now Art Director

Grant Prevo, who has been connected with the art department of Lord & Thomas, Chicago, for the last seven years, has become art director and typographic consultant of that agency. Mr. Prevo succeeded David Struerman, whose resignation was mentioned in an item in the January 27 issue of *PRINTERS' INK*.

### Establishes Western Office

O'Mara & Ormsbee, publishers' representatives, have established an office in San Francisco in charge of C. E. Greenfield, who has been connected with that organization for some time.

George E. Harris, general manager of sales of The Falcon Steel Company, Niles, Ohio, will take charge of that company's advertising.

### Southern Agency Council Meeting

A meeting of the Southern Council of the American Association of Advertising Agencies was held at Jacksonville, Fla., on February 1.

E. E. Dallis, of the Johnson-Dallis Co., Atlanta, presided over the session. Charles W. Hoyt, of Hoyt's Service, New York, president of the Association and of the Advertising Agencies Corporation, and James O'Shaughnessy, executive secretary of the association and general manager of the corporation, were present.

At noon the agency men were the guests of Jefferson Thomas at the weekly luncheon of the Jacksonville Rotary Club. At this meeting Mr. Hoyt discussed business conditions from a national standpoint, the keynote of his address being the Chicago *Tribune* slogan, "1921 Will Reward the Fighter." Mr. O'Shaughnessy and Mr. Dallis also addressed this meeting.

At the conclusion of the afternoon session of the council a joint conference of agency men and representative publishers took place. This meeting brought out expressions of a desire of co-operation for the further development of advertising.

Following this conference was a dinner tendered to the visitors and some fifty business men of Jacksonville and the State by Mr. Thomas. Addresses were made by W. A. Elliott, business manager of the Florida *Times-Union*, Mr. Dallis, Mr. Hoyt, Henry Lee Staples, W. R. Massengale, and Mr. O'Shaughnessy.

Southern Council representatives attending the meetings were: W. R. Massengale, Massengale Advertising Agency, Atlanta; M. B. Landry, Chambers Agency, Inc., New Orleans; C. L. Bixby, Cecil, Barreto & Cecil, Richmond; E. E. Dallis, Johnson-Dallis Co., Atlanta; Henry Lee Staples, Staples & Staples, Inc., Richmond; Frank Kay Anderson, Thomas Advertising Service, Tampa; Jefferson Thomas, Edwin S. Wadsworth, Wayne Thomas, John J. Smyth, R. F. Clark, L. A. Peterson, D. A. McNeill, Thomas Advertising Service, Jacksonville.

### Western Council Will Meet

The Western Council, of the American Association of Advertising Agencies, will hold a meeting in Chicago on February 14. Addresses will be given by James O'Shaughnessy, executive secretary of the organization, O. H. Blackman, of New York, national chairman of the magazine committee, and R. F. Clark, chairman of the Western Council Export Committee.

### Bundscho Advances Knight

Herb A. Knight, who for some time has been in the service department of J. M. Bundscho, Inc., advertising typographer, Chicago, has been made chief of service.



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## Pictures That Appeal

No space investment that an advertiser may contemplate is worthy of more favorable consideration than color representation in THE PEOPLE'S HOME JOURNAL.

The impressive color work which we are now producing by our ultra-modern process adds charm, dignity and attractiveness to the advertised product; gives to it the atmosphere of quality and distinction which is invariably associated with the best in reproductive art.

The People's Home Journal  
NEW YORK

*For 36 Years the Magazine for Every Member of the Family*

# SEYMOUR B. CONGER

of the

## Public Ledger

**C**ONGER joined the staff of the Public Ledger with the two highest endorsements that a man in his position could have. One was from Melville Stone, President of the Associated Press, whose correspondent in Germany he had been from 1910 to 1917. The other was that of Ambassador Gerard who had seen him at work in Berlin during the years before the United States entered the war. Mr. Gerard writing of the difficult position of American correspondents in Germany at that time said: "It is the splendid patriotism under fire of Ackerman and Conger that deserves special mention."

Conger's remarkable dispatches from Poland, Germany and Russia have become a feature of the Public Ledger Foreign News. Last Summer he was the first newspaper man to reach Brest-Litovsk and get through to the Public Ledger the story of the battle between the Bolsheviks and the Poles.

# PUBLIC

The cable tolls paid by the Public Ledger Foreign News  
Service average more than \$12,000 a month.



Conger covers central Europe for the Public Ledger Foreign News Service. He is one of its 28 staff correspondents.

# LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

USE NEWSPAPERS ON A THREE-YEAR BASIS

***From nothing to 69%  
in less than a year by  
using real space in a  
dominant newspaper***

**P**RETTY pictures of the package of a certain food product\* have appeared for years in color in magazines.

Yet a check-up among the Indianapolis retailers a year ago showed that the distribution and sales of this product in Indianapolis were almost negligible.

In the process of getting back to normal, this company started in The News a dominant advertising campaign back of an intelligent selling effort.

Their product now stands second in the volume of sales in the city. With a little more merchandising effort and an increase in the distribution from 69% to nearer 100% it will soon be the leader.

Continuous pounding in the medium which covers the territory will make it a leader in a short while.

\*Name sent on request.

# The Indianapolis News

New York Office  
**DAN A. CARROLL**  
150 Nassau St.

**FRANK T. CARROLL**  
Advertising Manager

Chicago Office  
**J. E. LUTZ**  
First National Bank Bldg.

# Advertising the Soft Answer

It Can Turn Wrath into More Business

By Roy Dickinson

A PROMINENT advertising man said in a speech some time ago that the Bible was the greatest one-volume text-book on modern business ever written. He pointed out that merely as a record of the lives and achievements of a list of master salesmen it deserved a place on any sales manager's reference shelf, if for no other reason. But it is far more than a record. It will work every business day in the year.

One sentence for example which some portions of modern business have adopted from that great business manual has become a tremendous modern force in the world to-day. It is: "And whosoever will be chief among you, let him be your servant." This probably sounded very impractical to business men for a great many hundreds of years, but one has only to read the advertising pages of any current periodical to discover how the big ideal of service spoken over 2,000 years ago is taking its place as one of the greatest slogans in modern business relationships.

Among the thousands of other proverbs and slogans, good business rules every one of them, there is one which is said to work like a charm. This one reads: "A soft answer turneth away wrath." Many a salesman, calling on the cave-man buyer, has used this slogan with success. The head of many a complaint department or a national advertiser has had it firmly fixed in his mind, as he dictated a letter to one of the firm's biggest customers. But there is one field of human activity in which the soft answer hasn't been any more popular than a shaggy, wet Newfoundland dog at a Sunday-school picnic.

In the realm of industrial relations a fight has always meant a fight. Hate has been met with more hate. The answer to the strike

was a lockout. The answer to a boycott, a Supreme Court injunction.

The fact that the Bible is just as good a business manual in 1921 as it was in the days when the Old Testament was written was proved recently in Oklahoma City. It would appear from the experience of Witt's, a clothing company in that city, that a soft answer in industrial relations, if properly advertised, will not only turn away wrath, but will increase business by 10 per cent over the same days of the previous year, at a time when such increases are rare, to say the least.

## SPEAKING SOFTLY

They were having a real open-shop versus closed-shop fight. It was one of the kind of fights we have become accustomed to in the last few years, when neither side can see anything good in the other side, and when charges and countercharges are made, where bitterness rules, and where a soft answer is about the last thing that anybody on either side ever think about. What makes the Witt story even more interesting is the fact that D. M. Witt, president of the clothing company, was also chairman of the retail clothiers' open-shop committee. They were fighting in their usual way, all weapons being utilized. The unions retaliated against the open-shop drive, by placing pickets at the three leading stores in town. They did not overlook Witt's clothing store, since its president was one of the men leading the open-shop fight, and also since it had the bulk of the trade of union men. The local federation fighting against the open-shop committee voted to fine everyone of its members \$10 who was seen going into the hated store. Three pickets were placed in front of the display windows. They walked up

and down, in the usual picketing fashion, warning men, radiating hate, and the retail business of the store dropped off quite considerably.

The usual plan would have been for the clothing store either to have secured an injunction or

overcoats. "Pickets," said one advertisement in the head, and then following an open letter addressed to the town in general:

"Dear Folks:

"You are cordially invited to stroll down Robinson to Grand and see our three handsome pickets. Really they are nice-looking, very peaceful, neatly dressed young men. Two on Robinson, one on Grand. If you should happen to be passing and forget that we are selling men's and boys' quality clothes and furnishings at next spring's prices—they will remind you to look in our windows and see the values.

"Stick around until Christmas, boys, and we will give you a handsome practical quality Christmas gift, and let you 'Picket' out yourself.

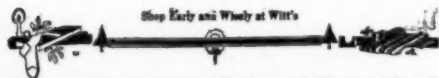
"It was the 'Clothes' of a Perfect Day.

"As we came out of the store he was standing on the edge of the curb with his back toward us and there was also something about his shoulders which indicated that he believed in a 'Closed Shop.' It was 6

o'clock so we Closed our 'Clothes Shop.'

"—and This Is the Cause of It:

"We believe that the non-union man should be given the opportunity to work on the same job as the union man. Of course, we know there are many, very many, new-fashioned ways of doing things, but nobody as yet has improved upon the open-heart, the open shop and the open hand way of dealing with mankind in order to achieve best results."



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Every other day the same kind of copy appeared in the Picket column. While the advertisements were running, the same merchandising plan was carried out in the store. In other words, all the employees were warned to say nothing to any customer antagonistic to the pickets outside or against the closed-shop idea. The soft answer policy was carried out in every way. One day, for example, it started to rain hard while the pickets were at their picketing. Here was a fine opportunity for the "turn the other cheek" idea. E. B. Galloway, the advertising manager, took out rain coats from stock to the three picketers. They accepted them. Then these men, each of whom had taken an oath never to enter a closed-shop store, came in Witt's closed shop at 6 o'clock that night to give back the rain coats!

This campaign, selling the soft answer, went on for eight days, advertisements appearing on alternate days. Witt's didn't go on the assumption that the other man was entirely in the wrong. They gave him the benefit of the right to his own opinion. In one of their advertisements, for example, they said:

"By their badges ye shall know them.

"—and now, peepul, if you will just draw nigh and listen attentively for a moment, we will tell you why the 'Picket.'

"It is because we are doing our own thinking. We believe in the open-shop plan—the pickets believe in the closed shop, and that's all right with us. *We are not fighting the unions, and we are not going to fall out with anyone because he believes one way and we another.* In fact, we have union men working for us most every day, but we have non-union men working for us, too. We believe that the non-union man should have the same opportunity as the union man.

"On Saturdays we keep open until 9 P. M., not only to accommodate those who can't get away to shop at some other time, but to cash checks for the men who

get paid at a late hour on this day. We cash from six to ten thousand dollars' worth of checks for the working men every Saturday evening. If you will step into our store on Saturday evening you will see a line of men who consider this a special service. Yes! You will see union and non-union men in the same line. We might also mention here that our employees are paid for their overtime Saturday evenings. So, Mr. Picket, if you don't get paid for your overtime, let us know and we will see what we can do for you along this line, because from the expressions of a great many of our new customers we are of the opinion you are working for us."

#### PUBLIC DRAWN BY THE ADVERTISING

This kind of advertising naturally impressed the people of the town. "It was a pretty safe bet," you could almost hear some of them say, "that a store which was as nice to people who are trying to ruin their business as they are, must be honest-to-goodness human beings." A concern which treated its enemies right could safely be trusted, it would seem, to treat its customers in at least as good a manner. The Bible is apt to be used more often as a business textbook if similar results could be guaranteed.

In this case advertising the soft answer showed a definite 10 per cent increase in business over the same days of the previous year. Many new customers were put on the books who were in favor of the attitude the store had taken. The third result was very curious. It actually re-established the goodwill of the union! The public, of course, was tickled to death from the first appearance of the advertisements. The store was kept busy all the time, answering phone calls and receiving visitors who congratulated it upon the stand. But the union also called a special meeting in which the advertisements were discussed. Many men liked them; others, of course, objected. Previous to the meeting,

the union had announced publicly its intention of posting pickets at every prominent store in the town for two months. As the good-natured advertising continued, and as the soft answer permeated the city, a spokesman finally called on Witt's and confessed that the soft answer had actually turned away their wrath. A man can't keep angry very long when he is given a raincoat in the rain, and when the store that he is supposed to be putting out of business acknowledges in public print that he is practically working for it and seems to enjoy being friendly. The spokesman said that the store had been "so friendly about their little differences," that the men had decided they had started on the wrong store, and had decided to call the fight off.

A number of union men dropped in, many of them regular customers who had been boycotting Witt's since the fight started, to remark that they had absolutely misjudged the store and felt that now they better understood its side of the argument. The campaign had one other interesting sequel. The leader of the three picketers came in one morning and said: "I'd rather work for two days at my trade than one day picketing. It is mean work." When the store management learned that this particular picket was a painter by trade, when he was not working at his unwelcome vocation, he was hired to do a job of refinishing in one of the Witt's display windows.

Can you imagine what the passersby said when they saw, in one of the main windows of the store, a former picketer, a leader of the fight, now actually on display, willingly working in the show window of his former enemy?

### Two Advertising Agencies Consolidate

The H. K. Carter Company, Inc., advertising agency of New York, has been consolidated with the Richmond, Va., agency of Cecil, Barreto & Cecil, Inc. Herbert K. Carter has been made a vice-president of Cecil, Barreto & Cecil, in charge of the agency's new York office.

### What Percentage of Firms Advertise?

WALES ADVERTISING CO.  
New York, Jan. 26, 1921.

Editor of PRINTERS' INK:

Much publicity has been given to the statement that Bradstreet's Commercial Agency asserts that 84 per cent of the business failures of the past year occurred among firms that did not advertise.

This statement is meaningless and misleading unless it is accompanied by a statement of what percentage of all firms do and do not advertise. For instance, if as much as 90 per cent of all firms in business do not advertise, then the 84 per cent statement would show that advertising has nothing to do with the percentage of failures.

Has anyone ever tried to find out what percentage of firms advertise, and has anyone ever devised a satisfactory definition of just how much and what kind of advertising entitles a concern to say that it *does* advertise?

I do not expect these questions to be answered, but they may start an interesting discussion.

JAMES ALBERT WALES.

### Canada's Paper Exports in 1920

Canada's pulp and paper exports for the year 1920 were valued at \$163,217,988, as compared with \$96,376,664 for 1919. If to this were added pulpwood exports, the value of all three would be \$178,906,159, as compared with \$106,969,000 for the preceding year. Paper, with a total value of \$86,744,018, was the most important item; in 1919 it stood at \$59,391,000. Wood pulp was next with a total value of \$76,383,978; in 1919 it was \$50,796,661. Pulpwood exports were \$15,778,171, as compared with \$10,593,581. The value of newsprint alone exported in 1920 was \$72,920,223; whereas in 1919 it was \$50,796,661.

### New Chicago Trade Press Officers

J. Carver Strong, publisher of the *Price Current Grain Reporter*, of Chicago, has been elected president of the Chicago Trade Press Association. The vice-president is D. J. Hanson, of *Domestic Engineering*; secretary, E. B. Gleason, of *Inland Printer*, and treasurer, E. C. Van Ardsdel, of *Traffic World*.

### Durham Hosiery Sales and Profits in 1920

The Durham Hosiery Mills in a statement for nine months, ending September 30, 1920, reports net profits, before providing for shrinkage in inventory, but after expenses and depreciation, of \$838,336. Net sales for this period were \$13,204,754.



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# Acres or Yield?



Land may cost one dollar per acre or \$1,000 per square foot. It is the yield that counts, whether the investment be land, securities or advertising.

The yield of an advertising investment is far more important than the advertising rate. What the advertiser gets out depends upon what the publisher puts in.

Unless the rate is adequate, the publisher cannot put in the editorial-brains to build reader-confidence and circulation-strength.

The rapid growth and the complex problems of the great engineering industries have brought demands for editorial and advertising service greater than ever before.

An officer of the eleven

## McGraw-Hill Publications

recently declared: "The only way we could reduce our rates would be to reduce our service to 5,000 advertisers and 150,000 readers depending upon McGraw-Hill Publications for that service and leadership."

**McGraw-Hill Co., Inc.**

Tenth Ave. at 36th St. New York

Member of The Associated Business Papers, Inc.





# DRY GOODS AND DEPARTMENT STORES

| Total Aggregate Lines of Display Advertising Used by Individual Dry Goods and Department Stores |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Store   | Lines     | Cost      | Revenue   | Profit    | Loss      | Net       | Gain      | Loss      | Net       |
| Boston Store  | 751,902   | 64,121    | 358,712   | 51,075    | 283,102   | 42,044    | 416,717   | 253,987   | 323,595   |
| The Fair  | 548,212   | 7,308     | 206,051   | 71,799    | 192,030   | 22,256    | 259,902   | 352,189   | 352,189   |
| Mandel Brothers   | 728,208   | 73,423    | 328,986   | 83,960    | 288,426   | 63,460    | 375,384   | 247,817   | 247,817   |
| Carson Pirie Scott & Co.  | 659,640   | 393,533   | 220,453   | 101,876   | 125,446   | 136,072   | 187,007   | 103,650   | 103,650   |
| M. L. Rothschild  | 538,388   | 590,120   | 453,797   | 273,268   | .....     | 162,769   | 209,318   | 96,963    | 96,963    |
| W. A. Wieboldt  | 380,581   | 4,000     | 110,940   | 174,463   | .....     | 8,376     | 154,588   | 66,816    | 66,816    |
| The Hub   | 403,784   | 333,443   | 98,027    | 216,950   | 103,300   | 28,268    | 249,599   | 70,047    | 70,047    |
| Hillman & Co.   | 355,679   | 11,140    | 154,610   | 7,560     | 132,562   | .....     | 23,356    | 16,366    | 16,366    |
| Chas. A. Stevens Bros.  | 210,238   | 224,720   | 163,840   | 11,779    | 30,512    | 13,040    | 35,811    | .....     | .....     |
| Marshall Field & Co.  | 542,277   | 540,320   | .....     | 336,934   | .....     | 540,465   | 372,250   | 194,317   | 194,317   |
| L. Klein  | 222,857   | .....     | 80,986    | .....     | .....     | .....     | 86,972    | 72,739    | 77,953    |
| 12th Street Store   | 118,647   | .....     | .....     | .....     | .....     | .....     | 30,255    | .....     | .....     |
| E. Iverson  | 157,136   | .....     | 3,968     | .....     | .....     | .....     | .....     | .....     | .....     |
| L. Weber  | 43,457    | .....     | 17,289    | .....     | 14,499    | .....     | 1,784     | .....     | .....     |
| Loren Miller  | 14,495    | .....     | 15,037    | .....     | 10,840    | .....     | 3,524     | .....     | .....     |
| Becker & Ryan   | 28,797    | .....     | 28,134    | .....     | 28,499    | .....     | .....     | .....     | .....     |
| Corydons  | 34,204    | .....     | 4,447     | .....     | .....     | .....     | .....     | .....     | .....     |
| Albert Lurie & Co.  | 9,928     | .....     | .....     | .....     | .....     | .....     | .....     | .....     | .....     |
| Atkins & Freund   | 104       | .....     | 6,293     | .....     | 11,712    | .....     | .....     | .....     | .....     |
| Klein Bros.   | 48,738    | .....     | .....     | .....     | .....     | .....     | 426       | 71,316    | 71,316    |
| Leiter Bldg. Stores   | 220,309   | 6,137     | 134,521   | 2,118     | 43,065    | 608       | 31,514    | 2,310     | 2,310     |
| Phillipsborns   | 8,956     | .....     | 420       | .....     | 6,055     | .....     | 1,970     | .....     | .....     |
| Outlet Store  | 2,486     | .....     | 1,190     | .....     | .....     | .....     | .....     | .....     | .....     |
| Total   | 6,463,857 | 2,702,062 | 1,933,904 | 1,334,738 | 1,321,796 | 1,017,358 | 2,579,932 | 1,840,510 | 1,840,510 |

## THE DAILY NEWS PRINTED

3,762,155 more lines than the next morning paper. 1,828,252 more lines than the next daily or Sunday paper.  
 3,884,249 more lines than the next evening paper. 2,427,417 more lines than all morning papers combined.  
 3,208,518 more lines than all Sunday papers combined.

## THE DAILY NEWS—First in Chicago

# And Then What?

"Send for Booklet."

"Write for Our Catalogue."

"Literature on Request."

The national magazines are filled with invitations like those quoted above. Thousands of readers are interested in the products advertised and comply with the advertiser's request. And then what?

Out of the mass of printed matter which goes through the mails, how much of it would stand careful analysis from both a printing and an advertising point of view?

We are continually studying the requirements of large advertisers; making definite and tangible suggestions for the improvement of their sales literature.

We suggest that you ask one of our representatives to call and talk things over face to face.

## Charles Francis Press

461 EIGHTH AVE., NEW YORK CITY

Telephone Longacre 2320

# What Advertising Means to Me

Observations and Experiences of a Salaried Man Who Is the Head of a Family

By a Consumer

LET me introduce myself by saying that I am the man all you fellows are aiming at. I am the salaried man belonging to that great class which furnishes so large a portion of the consuming population of the United States and Canada.

You will understand what I have to say better when you know the conditions under which I live. My weekly salary runs slightly below the three figure mark. Sometimes I am able to fatten my income a trifle by a bit of outside work, done at night, but the opportunities for this kind of work have been greatly lessened during the past few months. I live in an apartment with my wife and two children, for which I must pay exactly 110 per cent more than I did three years ago. In the meantime my income has increased only about 20 per cent. I have a fair education, read two newspapers daily with some thoroughness, subscribe to two magazines, and buy others from the newsstands from time to time.

I have been interested in several articles and items of news in recent issues of *PRINTERS' INK*, particularly those relating to price advertising and to those concerned with the apparently increasing tendency on the part of the producer to get closer to the consumer. Such subjects appeal to me because as a member of the great mass of consumers, I am affected quite vitally.

I want to endorse what has been said about the desirability of mentioning prices in advertisements. Since the first *PRINTERS' INK* articles appeared, I notice that prices are being quoted much more widely than formerly was the case, but whether this is due to *PRINTERS' INK*, of course I have no means of knowing.

For example, I notice in a re-

cent issue of a popular weekly that the Oneida Community heads an advertisement with a photograph of some knives, forks and spoons, the price of which is given immediately beneath. Much to my surprise, they are quite reasonable. I have been seeing Oneida Community advertising for years, but I always had a vague idea that its goods were somewhat beyond my means, so I never bought any. But now that I know that six Community plate teaspoons can be had for \$4.50, I shall not be afraid to go into a store and ask for them.

I have also noted a recent page advertisement of Durham Hosiery, which gives the price range as 20 cents, 35 cents and 50 cents for women's stockings, 20 cents, 25 cents and 50 cents for men's socks, and 20 cents, 25 cents and 35 cents for children's stockings. These prices are a surprise to me. I was under the impression that Durham Hosiery was much higher than that, but now that I know better, I shall not hesitate to ask for Durham Hosiery by name.

## WHY SOME PEOPLE DON'T BUY ADVERTISED LINES

I read somewhere recently that only 30 per cent of the country's consumers asked for a product by name. The other 70 per cent simply take what the merchant gives them. My own experience convinces me that one big reason for this is the fact that consumers do not know the price of the article for which a certain sort of desire has been created by advertising.

The other day I saw the advertisement of a small washing machine of a size that would just about fit my apartment. I am interested in the machine, but I hesitate to go to the store and ask to see it, because I have no

idea whether the price is \$50, \$75 or \$100. I should not like to put the dealer to the trouble of demonstrating the machine for me, only to find out that the price is beyond my means. If the price had been given in the advertisement, I could have made my mind up on the spot as to whether I ought to look at it.

I was interested in a recent article in *PRINTERS' INK* by C. Hendrickson, who tells how his firm markets "KC" Baking Powder with a label on the can which says "25 ounces for 25 cents."

That way of stating the price makes a hit with me, and I believe it does so with the average person. I am not in the habit of buying baking powder, that being my wife's job, but next time I buy the groceries I shall certainly ask for "KC" powder.

When only 30 out of every 100 consumers ask for goods by the branded name, that seems to me to be a low percentage. I think the percentage can be raised. I believe the first step to take is to advertise the retail price. That will give the shopper confidence. It will make him, or her, less fearful of making inquiries, less hesitant about showing interest in goods. And it is the initial interest that can be crystallized into a sale. It is not to be forgotten that, in cold blood, people don't want to buy. But once inside a store, or once they are in the hands of a salesman, they would rather buy than not. It is an American trait to hate being regarded as a close spender or tightwad.

#### TRAINED TO ECONOMIZE

And this brings me to my first point. It seems to me that in the last few years many advertisers have lost sight of the purchasing public's viewpoint. They have been more interested in their own problems than those of the consumer. They seem to have lost touch with us and with the conditions we have had to contend with.

Let me cite my own case. About the time that I lost a piece of outside work that added sev-

eral welcome dollars to my weekly income, I was informed of a substantial raise in my rent. I called my wife into executive session and we decided on methods of reducing our expenses. We found they had been greatest in food. Breakfast eggs alone were a large item, and very often we had bacon with them. We installed a cereal diet which at first caused protests from the kids, but in a few days they got used to it, and since that time there has been no diminution in the health or strength of any of us, so far as we can see.

Soon afterward I found I needed a pair of shoes, if I would keep up the appearance that is necessary to a man in my calling. I looked at several store windows and finally saw a pair whose appearance and style just suited me. They had a little unnecessary foxing, but they had a good, thick sole and were strongly built. They had no price ticket, but they were so attractive that I went into the store and asked the price. It was just \$2.50 less than the monthly rent I had been paying a year previously!

I went home and looked up some Oxfords that I had thrown into a closet. The soles were worn but the uppers were still good. I took them to a good cobbler and had them repaired. Then I bought a pair of overgaiters at \$2.50 and thus furnished I went through the entire season without buying a pair of shoes.

My wife had been thinking of buying a new set of furs, principally because she was tired of the color of the old, but she got along merely by having the old ones dyed. When the children's clothing began to get tight and worn-looking, I found a tailor who did an expert job in making them presentable. We used the pruning hook on expenses right and left.

I could tell of other economies and substitutions, but these will be sufficient to indicate my next point, and that is that during the inflation period people like myself learned to do without. And

when they couldn't do without, they learned a whole new set of economies that changed their buying habits, in some cases radically.

I have some friends whom increasing rents forced out of their more or less roomy apartments into much smaller quarters. Others left the city entirely and moved out into the suburbs, where they rented the "housekeeping rooms" that have been created in old-fashioned mansions. Every article they need now must be bought with an eye to space. They tell me it is enormously difficult to buy even so common an article as a table that is small enough for their needs.

#### NEW KINDS OF FURNISHINGS TO BE PROVIDED

I was visiting in the miniature home of one of these friends the other evening, and he pointed to an ironing board he had that day bought for his wife. It was useless because it was too long to go into the kitchen!

The indications are that it will be a long time before the housing situation is corrected. Anyhow, by that time a whole lot of people will have learned to be content with small-scale living conditions and will no longer want the heavy, bulky furniture and other household articles favored in that era that came to a close about 1917.

Never was space at such a premium as it is to-day. It will probably be several years before it is in supply again. Meantime producers will find it well to study these conditions. What's the use of trying to sell me a barrel of apples, for instance, or even a bushel, when I wouldn't have room for such a thing even if they were given to me? Regardless of the sanitary question, modern packaged goods came into popularity because a growing portion of the American population has no room for anything else. Bulky goods that require storage space are simply out of the question for countless people who must live in cities.

There was another thing that

interested me in a recent issue of *PRINTER' INK*, and that was the "Schoolmaster's" story of an advertising man who found that not one of the nine products he advertises is used in his own home. That caused me to check up the articles in my own home. I found that just three of them are advertised. One is a talking machine, another is a toothpaste, and the third is a packaged brand of salt. I found that the talking machine was bought because of the wide variety of the maker's records; the toothpaste because of its "scare copy", about pyorrhea, and the salt because of its "easy" outlet.

I find that my wife is inclined to avoid rather than to seek advertised goods, because she is under the impression that they cost more. I have tried to show her that this is because they are generally of better quality, but my wife quotes the corner grocer, who not long ago sold her an unadvertised brand of coffee by saying that what the producers saved on advertising they took off the price. Of course that is an old story. But it is probably effective with a great many people. If it were not, substitution by the dealer would not be so easy.

#### A TASK FOR ADVERTISING STILL UNDONE

And this brings me to my next point: who will advertise advertising to the public? Can't some method be found of teaching the consumer that advertising lowers cost because it increases volume of sale, and that when advertised goods cost more it is because they are worth more?

I know that this problem is not a new one, but it seems to me it still awaits solution. There is undoubtedly a large section of the public which firmly believes that advertising increases the price of goods. They hear of concerns which spend several hundred thousand dollars a year in advertising and they believe these large sums are taken out of the consumer. For example, when the million-dollar advertising fund of the coffee interests was first



announced, I heard several cynical remarks to the effect that "we'll be paying more for our coffee now." The great advance that coffee prices made soon afterward seemed to confirm these suspicions. But coffee is now lower than it has been for several years, though the advertising campaign is running right along. This proves that the price of coffee, like that of other articles, is governed by economic laws and has no relation to any advertising fund. As long as a certain portion of the public, however, is ignorant of these things, there is always a chance for some backwoods legislator to cater to prejudice by getting up on his hind legs and proposing some law aimed at advertising.

The case of the advertising man who found he had none of his advertised goods in his own home is probably not at all unique. A little investigation will show that there are thousands of others like him. Advertising is young as yet and still has worlds to conquer. But that the percentage of advertised goods in use in the average home is so low shows how much remains to be done. A large amount of present day advertising must therefore be ineffective.

One reason why it is so, to my mind, is that so much advertising fails to tell what the product advertised will do for the consumer in contributing to his comfort, convenience, pleasure or peace of mind. Much modern advertising strikes me as mere bragging. The size of a concern, its age, and the fact that many people are already using its product are all factors calculated to impress me, but it is all the necessary information about the product itself that I want most. I believe I voice the attitude of a large share of the 107,000,000 people that the census tells us now live in this country. Turn out the sort of goods that go with present conditions, tell us what they will do, and then state the price so that we may be able to compare their possible value to us with the amount they will cost us.

## More Cuts in Prices by Paper Companies

The action of the American Writing Paper Co. in reducing prices of fine papers approximately 15 per cent to take effect immediately has been followed by similar cuts by other companies.

Prices of bleached sulphite pulp which is used in the manufacture of fine papers are reported as having broken \$20 a ton to \$140 within the last few days. Early in 1920 this grade of pulp sold as high as \$220 a ton.

Reductions of from 8 per cent to 10 per cent in prices of bags and wrapping papers are now being made generally. The Union Bag & Paper Co. has already reduced prices about 10 per cent.

Newsprint for spot delivery continues soft and offerings at 5½ cents a pound are in the market in moderate quantity. Quotations on contracts continue firm above 6 cents a pound but practically no business is being done. This is due to the fact that publishers with a few exceptions signed up for 1921 requirements last December.

In relation to fine papers, bags and wrappings in which price reductions have been slow to materialize, it is felt that now that price cuts are becoming general the situation should begin to show considerable improvement. Buyers have been holding off awaiting lower prices. In the trade, it is said some improvement over conditions which prevailed last December is already being noted.—*The Wall Street Journal*.

## What California's Crops Brought in 1920

California crops brought a grand total of \$493,026,000 during 1920, according to the annual summary issued by George H. Hecke, director of the California Agricultural Department, and E. E. Kaufman, of the United States Bureau of Crop Estimates. Some of the big 1920 items in field crops were 28,750,000 bushels of barley valued at \$28,750,000; 5,003,000 tons of hay valued at \$100,060,000; 13,015,000 bushels of potatoes valued at \$19,522,000; 1,037,000 tons of sugar beets valued at \$14,124,000.

In value, raisins led oranges and peaches surpassed prunes. Raisins had a production of 180,000 tons valued at \$55,800,000 as against oranges, with a crop of 18,700,000 boxes valued at \$51,425,000. Peaches yielded 345,000 tons, valued at \$26,220,000, as compared with 95,000 tons of prunes, valued at \$19,000,000.

## New Publisher of "Drug Topics"

Aglar Cook, for many years in the business publication field, has succeeded V. E. Pratt as publisher and president of the Topics Publishing Company, publisher of *Drug Topics*, New York.

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## First, Last and Always In Muncie — It's The Star

Every advertiser in Muncie knows that there is but one satisfactory way of reaching Muncie's buying power, and that is through the advertising columns of The Muncie Star.

During the year just passed The Muncie Star carried practically twice as much advertising as did the other Muncie newspaper, and the Government circulation statements of October last show it to have practically three times the circulation of the other Muncie newspaper.

Muncie offers an exceptional field to the national advertiser. The last census showed a gain of 52% over the one of 1910. It has 9,000 factory workers and an annual pay roll of \$30,000,000.00; its bank deposits aggregate \$9,000,000.00, and its average per capita savings are \$242.50.

Muncie is surrounded by some of the richest farm land in Indiana. It is the county seat of Delaware County, in which there are 17,138 homes. The owners of these homes and their families buy largely in Muncie through the influence of The Muncie Star.

The Muncie Star, The Terre Haute Star, The Indianapolis Star offer to-discriminating advertisers the most effective and least expensive method of covering Indiana. They compose

## The Star League of Indiana

*The Greatest Combination of Quality  
Circulation in Indiana*

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York  
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

# Lexington Buying Habits

Number 2 of a series of advertisements by the Lexington, Ky., *Leader*—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and the *Leader's* relation to them. Reprints supplied upon request.

## The Bulk of Retail Business

In April, 1920, the Lexington *Leader* submitted in writing exactly the following question to 50 of Lexington's merchants, representing the foremost retailers in the city, doing at least 50% of the total retail business. Each questionnaire was signed and returned by a principal, and is on file in the *Leader's* office.

## Questionnaire

"In your judgment, what percentage of the total retail trade of Lexington, all lines considered, comes from the following described territory:

|                              |                                    |
|------------------------------|------------------------------------|
| Lexington and Fayette County | Paris and Bourbon County           |
| Winchester and Clark County  | Nicholasville and Jessamine County |
| Georgetown and Scott County  | Versailles and Woodford County     |
| Richmond and Madison County  |                                    |

"Answer : ..... Per Cent.

Signed....."

"April, 1920.

# LEXINGTON LEADER

*Circulation Largest where Business Is Greatest*

# able for Reference

## Result

The average reply showed that 95% of Lexington's retail trade comes from the territory prescribed.

## The Trading Territory

The territory exactly prescribed in the aforementioned questionnaire includes precisely territory designated by the A. B. C. in cooperation with both Lexington newspapers as city and suburban. The average suburban radius is 30 miles.

## Lexington Leader

The Lexington Leader is a home paper published every afternoon and Sunday morning.

Of the present circulation, over 15,500 net paid, about 12,000 is delivered exactly in this local territory, which it is proved supplies 95% of Lexington's retail business.

We believe this accurate information will be of service to you.

## REPRESENTATIVES

ER KATZ SPECIAL ADVERTISING AGENCY

Established 1888

ates New York Chicago Kansas City Atlanta San Francisco

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## Speaking of Scope

There are 1774 textile mills in New England with an invested capital of \$1,408,063,280; 3,743 in the Middle Atlantic States with an invested capital of \$863,236,841 (about 2,000 of these mills are of inconsequential size); 1,473 mills in the South have an invested capital of \$687,834,026; 848 mills in the middle and far West have \$85,073,056 invested; Canada has 433 mills of about \$75,000,000 capital.

So when you consider the textile industry as a market, remember that it is *national* in scope, that there is a publication which is equally dominant in *all* sections, including Canada, and with a foreign circulation in 46 other countries as a kind of extra dividend.

# Textile World

Audit Bureau of Circulations,  
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.  
334 FOURTH AVENUE, NEW YORK

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# Advertising Is Utilized in Fight to Restore Horse

Business Interests Hurt by Onward March of Mechanical Power Form Association to Show Economy of Animals for Delivery and Farm Work

By C. M. Harrison

SEE the horse. What is the horse going to do? It is going to ad-ver-tise. What for?

Simply to let you know that it still is a factor to be reckoned with in the country's economic scheme.

There has been a lot said about the rapid passing of the horse. And that the passing has been actual cannot be denied. The large growth in the use of mechanical power and the consequent crowding out of the horse has brought financial loss to numerous people. The farmer has lost money, we are told. So have the harness and saddlery people, the wagon manufacturers, the makers of horseshoes, the horse breeders, the grain commission merchants, veterinary surgeons and even to an extent the country bankers.

These various elements now have united in an organization to be known as the Horse Association of America, with the object of advertising the horse into a part of its former glory and importance. The campaign is just now starting.

"We are not fighting mechanical power as such," Wayne Dinsmore, secretary of the association, said to PRINTERS' INK. "The motor truck and the tractor are here to stay, of course. It would be ridiculous to pretend otherwise. But we most emphatically are fighting the substitution of mechanical power for horses and mules in work where animal power is just as efficient and much more economical.

"Tractors and trucks have been so skilfully advertised and merchandised that many people have jumped at conclusions concerning them. People have decided off-hand that the machine was more economical because of its sup-

posedly greater endurance and performing power. This is so in some cases. In many others it is not. Our object is to set people right on the proposition.

"We maintain that the horse is more economical for short hauls in the city. It is the practical motive power for making store deliveries. It is in many cases better than the tractor for preparing ground for planting.

## NOVEL FACTS AND FIGURES

"Despite the fact that horses and mules furnish the most efficient, dependable and economical power on farms and for city delivery, more than two million head of these animals have been displaced during the last ten years.

"Just consider what this means to a great number of business interests. The farmer himself is one of the heaviest losers. There has been a reduction of the outlet for the sale of his surplus horses. But it has meant a loss of a home market for staple farm products amounting in one year to 113,000,000 bushels of oats, 70,000,000 bushels of corn and 4,750,000 tons of hay.

"The loss of this great market to the farmer, which he has allowed to slip unheeded through his fingers, might not be such a serious thing if it had any compensatory effects on other people. The fact is, however, that the city man has all this time been paying from two to three times as much for hauling and delivery service without proportionate recompense in efficiency.

"Our association has tackled the job of restoring the home market in these staple farm products. As a foundation for the whole thing we have started a nation-wide campaign whose object will be to

collect, verify and publish proof regarding the advantages of horse use and production. We will show to business men and farmers all over the country the difference between knowing and guessing.

"The resulting gain will be not only to the farmer but every family in America will be indirectly benefited—or at least ought to be. When the ice man, the coal man, the milk man, the grocery man, the butcher, the baker or anyone else covers his delivery route with an automobile the American family pays the bill for his extravagance."

#### LINING UP SENTIMENT

The association's task as outlined by Mr. Dinsmore necessarily means a great amount of educational work. Up to now this has been carried on by direct-mail methods. Pamphlets, letters and circulars bearing upon individual phases of the proposition are being sent to names supplied by the various associations interested in the movement.

For example, Frank G. Ely, of Chicago, shipper of grain and mill stuffs, has just sent out to his city customers a letter supplied by the Horse Association, calling attention to the lessening of the grain demand caused by the reduction in use of horses and mules. Pamphlets are enclosed giving figures and representations designed to prove the economy of using horses for short-haul deliveries.

In like manner various lists are intensively worked with advertising matter supplied by the association. Special attention is given to retail stores, coal and ice dealers and to all others who maintain delivery systems. The object is to get these classes of business men to thinking seriously about the matter of delivery and not to make up their minds in favor of mechanical delivery until they have carefully weighed the advantages of the other kind.

"With more horses being used," said Mr. Dinsmore, "the farmer can have a bigger market for this valuable by-product of his farm. He can also sell more grain. The

harness maker will sell more harness. Benefit in the same respect will be gained by the vehicle manufacturer and business men in numerous other lines.

"The farmer himself will by no means be overlooked in the educational process. He will be shown the advantages of using horses instead of tractors for his ploughing. The farmer has done his part in destroying the market for horses and in bringing about the condition which this advertising campaign of ours seeks to correct."

The farmer, according to Mr. Dinsmore, will be approached in many cases through the country banker. Just why the country banker should be expected to want to oppose the use of tractors on the farms in his vicinity may seem just a bit deep at first. PRINTERS' INK suggested to Mr. Dinsmore that the usual view was that tractors increased farm efficiency and production, thereby adding to the wealth of the community—wealth in which the banker was vitally interested.

"Yes," said Mr. Dinsmore, "that is the general idea upon which the farmer has been sold in many instances. They are being carried away by the glamor of representations in behalf of the tractor and the truck on the farm. But our advertising matter is designed to prove to the farmer that there is actually more economy to him with the use of the horse for farm work.

"One of our presentations to the farmer consists of a reprint of a long letter written to this association by C. S. Noble, president of the Noble Foundation, Ltd., in Alberta, Canada, who owns and operates 30,619 acres of farm land. If the tractor and the truck could be used to advantage anywhere it certainly is in the great Northwest, where roads are measured by miles and fields by the thousand acres. Yet Mr. Noble declares that he finds it more economical to feed his horses oats worth \$1.15 per bushel than to use tractors and trucks for his work.

"We send matter like the re-

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# 70% of Men's Straw Hats Are Made In Baltimore

¶ The first straw hat was made in Baltimore at about the close of the Civil War.

¶ Today nearly three-fourths of all the men's straw hats worn in the United States are manufactured in Baltimore. The average annual production is about 300,000 dozens.

¶ Baltimore is a busy metropolis with widely diversified manufactures. It is a good market to cultivate—and the line of least resistance in reaching this market is the *home delivered* circulation of the *Sun*-papers.

¶ Let our Service Department tell you about this field and prove to your satisfaction that

## Everything In Baltimore Revolves Around THE SUN

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

*Circulation—205,000 Net Paid Daily (Morning and Evening).*

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**Baltimoreans Don't Say "Newspaper"  
—They Say "Sunpaper"**

print of the Noble letter to the country banker. In a refreshing number of instances he has showed his interest by asking for additional copies for distribution among his farmer depositors. His idea is that the farmer should be discouraged from sending money away from the community to buy tractors and trucks when more economical and satisfactory results could be obtained from horses, to say nothing of the many other advantages to be gained by the other lines of business."

Mr. Dinsmore declares the country bankers are opposed to farmers sending money to Detroit and other places to buy tractors and trucks. It is an unusual statement, which naturally will be opposed by the manufacturers of trucks and tractors. But, anyway, it will show these manufacturers that there is at last some organized competition to their advertising representations.

Trucks and tractors have not obtained nearly the hold upon the farm that some people imagine. This is especially true in the case of trucks. It will be remembered that Guy Wilson, president of the Traffic Motor Truck Company, of St. Louis, said recently in **PRINTERS' INK** that the farm market for trucks was practically untouched, and that it offered unlimited possibilities.

The Horse Association's entrance into the field and its work through the country banker naturally will suggest to tractor and truck manufacturers a new method of educational attack.

The Horse Association of America is financed by membership fees of \$5 a year for each member. Part of the advertising effort is being directed to getting new members from among all classes of farmers and other business men interested.

### Burdick with Hoops Agency

Harry Burdick has resigned from the staff of Vanderhoof & Company, Chicago advertising agency, to become vice-president of the Hoops Advertising Company, in that city. He formerly was associated with Henri, Hurst & McDonald in Chicago.

### Montgomery Ward Sales Decline

The sales of Montgomery Ward & Co. for January were \$5,660,431, a decrease of 34 per cent compared with same month last year.

It has been pointed out that in the first three weeks the decrease was 29 per cent and in the last week amounted to 50 per cent. The management feels that delay in getting out its catalogue was responsible to some extent for the decrease. In order that the latest and lowest prices might be quoted, this catalogue was issued a month later than usual.

### Many Advertising Courses in Indianapolis

Advertising courses will be given in Indianapolis by the Indiana University Extension, Young Men's Christian Association and the Knights of Columbus. E. Cohn will have charge of the advertising course at Indiana University, and Jesse E. Hanft, E. W. Hunter and Cecil Swain will be the teachers for the Y. M. C. A. and Knights of Columbus advertising courses.

### E. M. Neil with Florida Newspaper

Edwin M. Neil, formerly advertising manager of the *Chemical, Color & Oil Daily*, New York, and until recently advertising manager of the Amsterdam Development & Sales Co., also of New York, is now associated with *The Palm Beach Post*, West Palm Beach, Fla.

### A. Phillips Opens Office of His Own

A. Phillips, for some years advertising manager for Wm. Davies Company, Canadian packing house, has left to take up special advertising work for a number of clients. Mr. Phillips was formerly with the Toronto office of the J. Walter Thompson Co.

### Oil Company Plans Canadian Campaign

The British American Oil Company, which has recently absorbed large refineries in western Canada, is planning a campaign to establish its products more firmly in the Canadian market. Norris-Patterson, Ltd., Toronto, will handle the account.

### Two New Accounts for James Agency

The U. S. Industrial Alcohol Co. and the Oil Products Co., both of New York, have put their advertising accounts in the hands of the James Advertising Agency, Inc., also of New York.

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The Hupp Motor Car Corporation has sent The Minneapolis Tribune a renewal contract through Theo. F. MacManus, Inc.

The Minneapolis Tribune is in receipt of another addition to its already large list of Southern and California winter resort advertising. The new schedule is for the Hotel Galveston, of Galveston, Tex., and comes from the F. A. Wynne Advertising Company.

A renewal contract has been received by The Minneapolis Tribune for Chalmers-Maxwell automobiles, copy and schedule coming from Theo. F. MacManus, Inc. This is a pleasing indication of an early revival in the motor business.

Lucky Strike cigarettes are being further popularized in the Northwest by a series of display advertisements scheduled in The Minneapolis Tribune by the Williams & Cunningham Agency. Attractively displayed copy runs twice a week on this account.

The Corning, Inc., agency, of St. Paul, has scheduled a 29-insertion display campaign in The Minneapolis Tribune, beginning March 1, for Gordon hats. The usual snappy text and illustrations marking Corning's copy characterize this campaign.

Another large and attractive gum schedule has been received by The Minneapolis Tribune for the William Wrigley spearmint family from the Stewart-Davis Advertising Agency.

The Minneapolis Tribune is in receipt of a schedule and copy from Doremus & Co. for Bonbright & Co.

Another new advertiser in the home-printed rotogravure section of The Minneapolis Tribune is the Landers, Frary & Clark Company. This copy comes from the P. F. O'Keefe Advertising Agency. Beautiful illustrations especially lending themselves to the soft sepia tone of the rotogravure process make this campaign very attractive.

The Minneapolis Tribune has been selected by the Salada Tea Co. for its campaign in the Northwest, copy and schedule coming from the Hermion W. Stevens Agency. This advertising runs three times a week on a long-time schedule.

A 13-week schedule has been received by The Minneapolis Tribune from Critchfield & Co., of Chicago, for the L. D. Camps Company on account of the Multicolor Sales Company. Copy runs once a week on Tuesdays.

The Richard A. Foley Advertising Agency has sent The Minneapolis Tribune a renewal contract for Spur cigarettes, distributed by the Liggett & Myers Tobacco Co. This campaign started with unique teaser copy, followed by large, well-displayed and attractive advertisements. The schedule runs until April 15.

The Hotel Colfax is carrying a fifteen-time schedule in The Minneapolis Tribune. Copy comes from the Brandt Advertising Company.

The Minneapolis Tribune is carrying the advertising in the Northwest of the Peerless Motor Car Co. copy and schedule coming from the Blackmann Company. The schedule calls for 420-line copy to run every other Sunday.

Member A. B. C.

## The Minneapolis Tribune

Is the oldest and best daily News-  
paper published in Minneapolis.

Has the only 7-day Associated  
Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

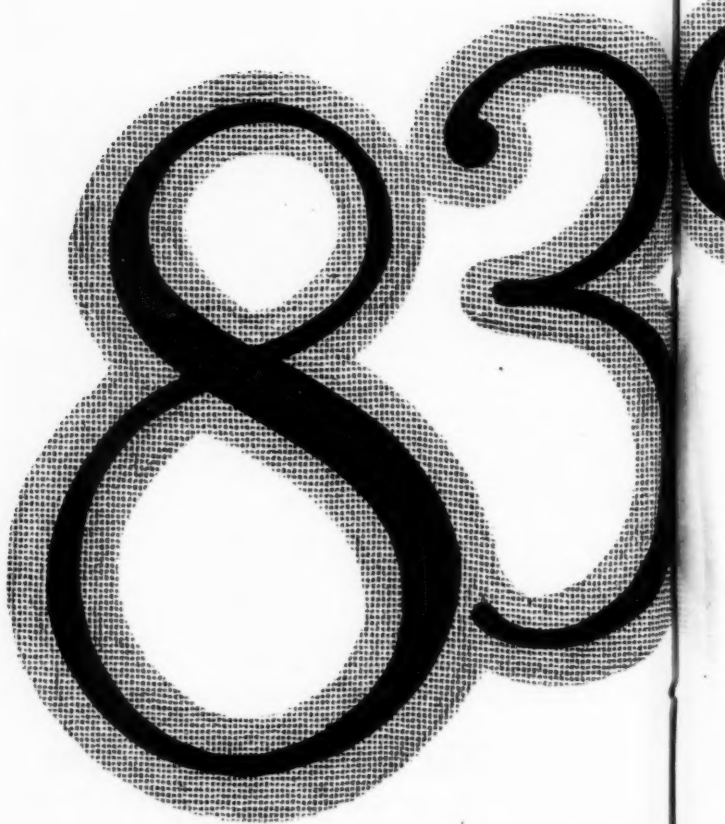
Has the largest home carrier  
circulation



**FIRST**  
in its  
City

**FIRST**  
in its  
State

**FIRST**  
in its  
Federal  
Reserve  
District

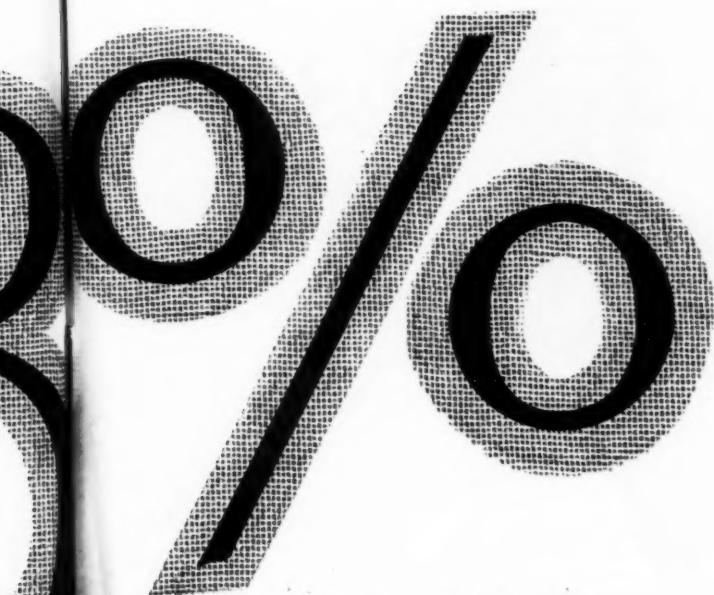


**THE IRON AGE**

ESTABLISHED 1855

239 West 39<sup>th</sup> St.

New York



**renew their  
subscriptions to  
The World's  
Greatest  
Industrial  
Paper year  
after year**

GE  
New York



# Big Men and MOTOR

**EDWARD A. CASSIDY COMPANY**  
A SELLING CORPORATION  
NATIONAL ASSOCIATION BUILDING  
25-31 WEST FORTY-THIRD STREET  
NEW YORK CITY

SOLE AGENTS  
FOR THE UNITED STATES  
AND POSSESSIONS  
OF ALL MOTOR CARS AND TRUCKS  
THE CASSIDY COMPANY, INC.  
CORPORATED IN NEW YORK  
OFFICE: 25-31 WEST FORTY-THIRD STREET  
NEW YORK CITY

MOTOR,  
110 West 40th St.,  
New York, N. Y.

JANUARY 28, 1921

Gentlemen:

I read every issue of Motor carefully because it reflects so faithfully the intense interest exhibited by the American public in motor cars and motoring.

Motor's constructive editorial policy is doing much to remove some of the obstacles that confronted the industry; every a mile of perfect roadway for instance, is due largely to the efforts of this splendid magazine.

This is but one of several important contributions made by Motor to the automobile industry.

Very truly yours,

E. A. CASSIDY COMPANY.

*E. M. Lloyd*  
President.



# Small-Town People Are No Longer "Different"

Advertising Has Made the Rural Districts "Suburbs of America"

By H. E. Miles

AN article in *PRINTERS' INK* of January 20 on highbrow advertising is of special interest to me because I happen to live on "Main Street." In fact, I have lived on the Main Streets of America for a good many years, sojourning now and then for a time on the Broadways, the Grand Avenues and the State Streets.

Most of the time I have been studying the people on Main Street to learn how to talk to them to sell them things, and while I agree with the authors of the article mentioned in their plea for more reason-why copy and perhaps less highbrow art, it is not for the same reasons advanced in their article. Not because of any antagonism highbrow advertising may create in the minds of the simple dwellers on Main Street—not because they cannot be changed from old habits of thought and action—because they *can* be—and not because they are hard to educate—because they are not. It is simply because I want advertising to be more helpful to the reader with more reasons why, more descriptions and more prices, that I am willing to admit that there is anything too highbrow about it for anybody—Main Streeters or Gold Hillite.

I like the composite picture of "Main Street" from the fluent pen of Sinclair Lewis—I admire it as one admires a work of real art, but it is like a composite picture of all the moving picture stars—it isn't just like any of them. It's like a painting of a beautiful sunset—"What exquisite coloring!" "How vivid!" And yet what artist could paint a sunset absolutely true to nature—and get away with it?

However "Main Street" is true to life—or rather was true to life just a few years ago—just before

60 per cent of all the motor cars manufactured in one year were purchased by farmers—before 55 per cent of all the cars in this country were owned in communities of less than 5,000 population.

## THE CITIES KNOW NOT THIS MAIN STREET

To-day Main Street is parked full of autos—many of them of the most expensive type. Young men and women throng its cement sidewalks dressed in the "latest style." Main Street is paved with vitrified brick. New store fronts with tiled entrances and "island" display windows appear frequently. "Dyer's Drug Store" has new fixtures. The "Rosebud Movie Palace" has already played "The Thirteenth Commandment." The jewelry store has a window display of lingerie clasps and "Billy's Lunch" has given way to a cafeteria.

I am not a literary critic and I do not believe that the fact that Main Street is changing has any bearing on the merit of Mr. Lewis' story. But the fact that it is changing—has changed—makes it impossible to use the story for the purpose of deducting selling psychology for writing advertisements to the people of America's Main Streets.

That the general public can change—does change—is a fact that has brought gray hairs to many a manufacturer and many a merchant who have been tardy in recognizing the changes.

When America went to war Main Street gasped—just once—then it went to work furnishing men, money and food to win with—it didn't take long to sell the war to Main Street, but what war did to many of Main Street's young men it did to Main Street itself—changed it. Changed it quickly and changed it greatly.



There are few "rural districts" now. They are just suburbs of America. The world isn't half so big nor half so strange to Main Street as it was four years ago.

But it wasn't just war that changed Main Street. It was advertising—educational advertising—the selling of ideas and of ideals—of Americanism, co-operation, checkered suits, anti-Bolshevism, Czechoslovakian china, jazz, memorial buildings with rest rooms, gymnasiums and swimming pools. All these things and more have been sold—are being sold—will be sold to the Gopher Prairies of America by advertising—highbrow advertising if you will. Highbrow advertising is selling more than beans and player-pianos and Czechoslovakian china. It's selling civilization, culture, comfort, convenience, refinement, health, hygiene, collective marketing, savings accounts, investments and everything else—selling them just as easily to the Main Streeter as to the Gold Hillite. You can make it as highbrow as you please, there will only be a few of the oldest inhabitants that will be shocked. Most people will be pleased and many of them will be flattered by your evident appreciation of their sophistication. Perhaps few advertising writers really know how the women of Main Street study and work to keep abreast of the times and how much their advertising is helping.

There is a bowl in a recent salad oil advertisement. I asked a Main Street lady what kind of china it was and she said it must be the new "Syracuse" she had seen advertised so much. In an advertisement of meats she classified the china as "Decorated Haviland." She talks very intelligently of period furniture, Paris fashions and national politics. Yet she has lived all her life in a town that was just like Gopher Prairie until a few years ago—it's a modern little city now.

She belongs to the Twentieth Century Club, which is divided into several departments for the study of various subjects. The

club is affiliated with the State Federation of Women's Clubs. She cast a vote for President of the United States last fall. She went to a great national convention last summer. She reads the magazines and the daily papers of several large cities. She has more general information than many of the so-called "classes." She knows why the farmers of her section are feeding stock this winter instead of selling their corn. She knows what the women of Boston or Philadelphia will wear this spring and summer. She knows the best cooking recipes ever invented. And she learned most of it from advertisements.

Do you think they are too highbrow for her?

### Uses Mild Winter to Urge Coal Sales

The George B. Newton Coal Company, one of the large coal dealers of Philadelphia, is taking advantage of the mild winter to urge consumers to buy coal. This company points out in its newspaper copy that "The temperature was 49 on January 30, 1920. Overnight it dropped to 5, and the following day—February 1—it was down to 2. It snowed on February 1," the copy goes on to say, "and there were nine more snows in rapid succession that month." After suggesting that it is mighty uncomfortable to be caught with a low coal supply when there is a blizzard raging—and only a few hours are needed for a blizzard to swoop down—it asks the pertinent question, "Have you half the number of tons of coal in your cellar that you burned last year?"

### New York Publisher's Appointments

Herbert D. Allen, former advertising manager of *Power Farming*, St. Joseph, Mich., has been appointed advertising manager of *The Field Illustrated and System on the Farm*.

Frederick R. Jones, formerly manager of the Chicago office of its Latin-American publications, has been appointed by the American International Publishers, Inc., advertising manager of *El Campo Internacional* and *O Campo Internacional*.

### Typhotetae Convention at Toronto This Year

The 1921 convention of the United Typhotetae of America will be held at Toronto on October 17, 18, 19 and 20, as a result of the decision of the executive council at its January meeting.

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*A great advertising campaign, plus a meritorious product, have made Camels one of the largest selling cigarettes in the world. And the All Fiction Field, comprising ten magazines, is part of that great campaign.*

# *The* ALL FICTION FIELD

*"The Field of Greatest Yield"*

*Published by*

**Doubleday, Page & Co.  
The Frank A. Munsey Co.**

**The Ridgway Company  
Street & Smith Corporation**

*1,596,415 A. B. C. Circulation*

## A National Slogan for Optimists

FAIR AMERICAN POTATO FLOUR CORPORATION

NEW YORK.

### Editor of PRINTERS' INK:

During the war the advertising men coined slogans which spread cheerfulness and helped us carry on. Such nationally used phrases as "Help Win the War," "Yours for Food Conservation," "Yours for the Third Liberty Loan," etc., had a tendency to pep us up and make us feel that there was a big common cause in which we were all interested alike. When the first troops were mobilized in England, business took a terrible tumble. The advertising men, however, with their usual determined optimism, spread the slogan throughout Great Britain and Colonies, "Business as Usual."

These little sayings might not seem so important, but they do help after all if universally used.

While we are going through the readjustment period it would be an opportune time to spread a little cheer-up propaganda. The Chicago Tribune has started the good work with its "1921 Will Reward Fighters" contest.

Let the advertising brain of the country get together and join in a campaign to fight pessimism, cancellitis and extravagance.

Yours for good business,  
OSCAR J. VOGL,  
General Manager Sales.

## Trade Directory Publishers Meet in New York

A meeting of more than thirty trade directory publishers was held at the New York Advertising Club on February 4, to consider the advisability of organizing an association. Trade directory publishers of Montreal, Chicago, Philadelphia, Boston and New York were represented at this meeting. The meeting was called by the Association of North American Directory Publishers, an organization which has as its members publishers of city directories.

Col. H. H. Burdick, managing director of *Hendricks' Commercial Register* and *Kelly's Directory of Merchants, Manufacturers and Shippers of the World*, who presided at the meeting, spoke of the need of an organization.

George W. Overton, president of the North American Directory Publishers, related the history of this city directory publishers' organization, and invited the trade directory publishers present to join the association.

R. H. Donnelley outlined the advantages of an organization from the standpoint of a directory publisher, and the point of view of former president of the Associated Advertising Clubs of the World.

The work that the Vigilance Committee of the Associated Advertising Clubs of the World has been doing for some years for the publishers of

trade and city directories was related by H. J. Kenner, executive secretary of that committee. Mr. Kenner said there was need for some responsible organization of trade directory publishers.

At this meeting it was decided that city directories, trade directories and co-operative catalogues should be referred to as "Reference Mediums."

It was also decided that no definite plan for organization should be made, and that an organization committee should be appointed to report within sixty days. Those appointed as members of this organization committee are George W. Overton, Col. H. H. Burdick, T. H. MacCrae and J. H. Bragdon.

A sub-committee will be appointed by this committee for the purpose of meeting with the publishers of co-operative catalogues. It is understood that publishers of co-operative catalogues are planning to form an association.

## Grandin-Dorrance-Sullivan, Inc., and Associates Formed

Sturges Dorrance, vice-president and director; George L. Sullivan and Roi B. Woolley, account executives; Lawrence J. Delaney, contract manager; Eugene de Lopatecki, art director, and Edward Springstead, assistant treasurer and auditor, have resigned from the Thomas F. Logan, Inc., advertising agency, New York, and with Frank C. Grandin, John J. Floherty and E. C. Griffith, have formed the Grandin-Dorrance-Sullivan, Inc., and Associates, advertising agency, at New York.

Mr. Grandin is president of the Liberty Advertising Agency, of New York, which is now being liquidated. He was advertising director of the Postum Cereal Company, and general manager of There's a Reason Company.

Mr. Floherty has been director of advertising and sales promotion of J. A. Migel, Inc.; vice-president of Tracy-Parry Co., and manager of the dealer sales promotion department of the *Dry Goods Economist*.

Mr. Griffith was formerly advertising manager of the Chicago *Daily News*, and has been in agency work in Chicago.

Mr. Dorrance was with *Collier's* and *McClure's*; Mr. Sullivan was with the Fisk Rubber Company and J. Walter Thompson Co.; Mr. Woolley was publicity director of the Society for Electrical Development; Mr. Delaney was Eastern manager of the Audit Bureau of Circulations; Mr. de Lopatecki was assistant art director, J. Walter Thompson Co., and Mr. Springstead was with the Frank Presbrey Co., Inc., before joining the Logan agency.

The new agency will soon establish a branch office in Chicago.

The advertising of the Bauder Identification Company, New York, maker of appliances for the taking of finger prints without ink, is now being placed by the Snitzler-Warner Company, Chicago advertising agency.

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With what interest The Journal, of Minneapolis, is read in 100,000 North-western homes may be measured by the 24,000 inquiries our Washington Bureau received in ten weeks for further information on special articles that appeared in this newspaper.

# THE MINNEAPOLIS JOURNAL

*Represented in New York and Chicago by O'Mara & Ormsbee*



## Selling the Retailer by Helping Him Sell

A manufacturer or distributor cannot build his business more securely than by helping the retailer to sell his goods.

National advertising is only one means to that end. No program is complete which neglects the package and its retail display.

### The Brooks Display Container (Patent)

possesses points of outstanding advantage over the ordinary display. It sells its contents regularly and in volume to the ultimate buyer.

From distinctive folding boxes to lithographed labels, and the **Brooks Display Containers**, we have a service of immediate value to merchandisers. Our complete equipment is backed by thirty years of successful experience.

**BROOKS BANK NOTE CO.**  
MANUFACTURERS

**Lithographed Folding Boxes**

*Labels Window Cards Office Stationery*  
Springfield, Mass.

New York  
100 Hudson St.

Philadelphia  
425 Sansom St.

Boston  
114 State St.

# Who Is Jim Henry?

How the Mythical Salesman Who Writes Mennen Shaving Cream Copy Came into Being

By W. A. McDermid

**T**HAT Jim Henry, Mennen salesman, is purely a mythical personage is undoubtedly well known to the advertising fraternity, but there are plenty of people who think of Jim as a real individual.

Jim is now approaching his sixth birthday and some facts as to his career may have some interest in connection with the perennial problem of securing a good trade character.

Jim made his first public appearance in March, 1915, in a page which came near in general makeup to editorial matter and with a headline and opening paragraph that went far to establish a character and personality for subsequent insertions.

"My English may not be there, but the facts are straight."

## A SALESMAN'S STORY

The boss said to me the other day, "Jim, I want you to sell Mennen's Shaving Cream to every man who uses a razor. You tell our story in a way that sells druggists everywhere. There is no reason why these same facts should not sell the druggist's customers."

He put it up to me, so here goes—and all I ask is that you men forget your prejudices for a moment. I have a real story to tell and you needn't take my statements on faith, etc.

This and one or two other subsequent advertisements carried a photograph of Jim. That it was effective for a time cannot be doubted. Many dealers tried to identify various Mennen salesmen as Jim himself. But the portrait was finally dropped in order not to fix too definitely on one type, and the only trade symbol for Jim is his signature. This has added materially to the flexibility of the character.

The results of the first page startled even its hopeful creators. Not only was there a deluge of ten-cent pieces for trial tubes, but Jim received a mass of personal letters that gave a most interesting and valuable insight into the

mental slants of the public, and directed to a large extent the course of subsequent advertisements. Here came in one of the most valuable features of Jim Henry's career as an advertising man. Every one of these letters was answered, as nearly as possible in character, by Jim Henry. In a year they ran into thousands, but as a creator of good-will they were worth all they cost in time and effort. Above all, they made Jim real.

## AS HUMAN AS A MAN IN THE FLESH

Jim was as informal as an old shoe. Let one "William C. Johnson" write him, as "Dear Jim," and he promptly came back at him "Dear Bill," but with this exception, he was never familiar. It is surprising how this correspondence got under men's skin. Even the kicks—and what company doesn't get them—yielded to Jim as to no formal company letter.

And here, if a criticism may be ventured, is the big point in what success Jim has attained. He is alive. He is a human being—the things he does and says are convincing, and this is not true of so many of the characters of "Ad-Land."

Occasionally there have been some amusing misconceptions as to what this character really is. Hundreds of replies to the first page were to this general effect:

"This is the first advertisement that I have read that talked my language—real man-to-man stuff."

Now the fact is that in a closely-set page of unusual length, there are only five or six sentences that are in the least informal. By far the greater part of the text—probably over ninety per cent—if we except the fact that it is written throughout in

the first person, might, as far as wording is concerned, be lifted bodily from any previous Mennen copy. But the general impression was of informality and good fellowship.

Some people thought of Jim as a master of slang. One copy man (and a good one) prepared at great pains a page of the most wonderful slang I have ever read. It scintillated. It was a gorgeous effort. How to prove the point as to its unavailability and not hurt his feelings was a problem.

Finally he was asked to imagine himself a certain Mennen salesman (described in detail) and his office-mate a certain dealer (a substantial "merchant prince in his own home town"). Then he was asked to sell this dealer a gross of shaving cream, using the copy as a selling talk. One sentence was enough. The absurdity of the thing carried its own conviction, and he quite cheerfully tore up a real masterpiece.

When, however, Jim took his followers into his confidence, and admitted that if he could, with the help of his friends, sell a certain number of customers, he could go on a fishing trip, he received a wonderful response. Jim was simply flooded with mail—apparently from every fishing fan in the country—every letter carefully answered. Also, it brought, as the real measure of its success, the demand for demonstrator tubes. The Mennen Company was not interested in selling Jim Henry. It was interested in selling shaving cream, and Jim has been valuable, because while he entertained or interested, he sold the goods.

Jim has written tabloid talks on salesmanship to youngsters in their teens. He has written trade-paper copy to the dealer, written in the language of the druggist from the point of view of the man behind the counter. He has invaded New York (and other cities) and, to quote Mr. Durstine, "has taken New York by the throat" with such cheerful good humor behind his little sarcasms that he has "made 'em like

it." And he has conducted over a period of years a correspondence that has touched every walk in American life. Some big figures in public life, religion and business have probably surprised even themselves by honoring Jim with a comeback.

It would be impossible to state just who or how many people have tried their hands at Jim Henry copy. Most of it in the early stages was the product of several minds, at least in detail. His customers unconsciously wrote several pieces.

But the acid test to it all was: Is it real? Is it what a real man would say and how he would say it? Does it tell a specific message about the product, or is it just entertaining? Does it carry conviction?

The result of a pretty faithful adherence to these requirements is that Jim is flexible. He can do naturally, plausibly, a lot of things that it is desirable for him to do without the difficulties which would arise in using any too fanciful trade character.

At one time it was considered as to whether Jim had outlived his usefulness and should be retired. As distribution increased, direct response from coupon copy diminished, and some question was raised as to whether he was on the right track.

Fortunately, Jim was spared to a career of greater usefulness than ever. In the hands of his buddies he has risen to heights of salesmanship on paper of which his original confederates hardly suspected him capable. But he is still the same old Jim—a human, sincere, lovable salesman who believes in his line and sells it good-humoredly but effectively.

### Willard Fairchild with Amsden

Willard Fairchild, formerly art director for Fuller & Smith, Cleveland, is now a member of the organization of The Amsden Studios, of that city.

Publication of *The American Art Student*, New York, which was suspended during the war, will be resumed beginning with the March issue.



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# 1,103,501

(Net Paid Circulation, New York American, February 6th)

Last Sunday the

## New York American

broke its own unequalled  
record of a million cir-  
culation by more than  
one hundred thousand.



One million, one hundred  
thousand families spend over  
32 million dollars a week  
(Government figures)—enough  
to build a new Woolworth  
Building, a Singer Building  
and a new McAlpin Hotel.



That pictures the spending  
power of the audience reached  
by advertisers in the Sunday  
New York American.

# Identifying

## A Story of Intense Interest and Newspaper

Here is a story of newspaper circulation that grips the imagination of every man who knows the meaning of newspaper building:

In March, 1920, the Chicago Evening American had a 2-cent circulation of 428,589, the largest 2-cent *evening* circulation ever attained in Chicago by any newspaper.

In April, 1920, the out-of-town price of the Evening American was increased to 3 cents. See what followed:

### Circulation by months, 1920

|                              |         |             |
|------------------------------|---------|-------------|
| March .....                  | 428,589 |             |
| April (3c out of city) ..... | 406,329 | loss 22,260 |
| May .....                    | 396,164 | " 10,165    |
| June .....                   | 392,672 | " 3,492     |

Proving, if figures can prove anything, that the circulation of the Chicago Evening American does not depend on price. *price was raised to 3 cents! Even they are coming back to the Evening American.*

It is unique in newspaper experience to have a reader family firmly

It is even more unique to have a reader-audience so sharply identified in

Over 385,000 people buy the Evening American every day because they

**CHICAGO**   
EVENING

January Circulation 386,941

# g Circulation

## Intest to Advertising Men Newspaper Men

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Then the price of the Evening American *everywhere* was increased to 3 cents. And this happened:

|                                   |         |      |        |
|-----------------------------------|---------|------|--------|
| July (3c everywhere) . . . . .    | 319,654 | loss | 82,918 |
| August (3c everywhere) . . . . .  | 327,927 | gain | 8,273  |
| September (3c everywhere) . . . . | 345,868 | "    | 17,941 |
| October (3c everywhere) . . . . . | 360,621 | "    | 14,753 |
| November (3c everywhere) . . . .  | 375,192 | "    | 14,571 |
| December (3c everywhere) . . . .  | 380,596 | "    | 5,404  |
| January, 1921 (3c everywhere)     | 386,941 | "    | 5,345  |

Every month a gain since the establishment of the 3-cent price!

260  
165  
492

A total net gain in six months, *with the only other Chicago evening newspaper of wide circulation remaining at 2 cents, of 66,287!*

tion of the Chicago Evening American is absolutely identified; that its dependence on price, *even to that element that was scared away when the* k to the Evening American at an average of over 10,000 a month!

family firmly cemented to its favorite newspaper.

mply identified in a great city where the choice of newspapers is not limited.

y because they prefer the Evening American, and no other newspaper.

**THE AMERICAN**  
EVENING

Member A. B. C.

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# The Upward Trend

In the opening months of 1919 the building situation resembled the present one.

Construction activity started in considerable volume in April, and increased rapidly.

Two-thirds of the year's construction job was performed in the second half of the year, and the total volume of construction in 1919 spelled prosperity for the industry.

There are many reasons for believing that the 1919 experience will be repeated in 1921.

THE SIXTEENTH ANNUAL EDITION OF SWEET'S ARCHITECTURAL CATALOGUE, which will be distributed in the early fall, offers to manufacturers of building materials and equipment an exceptional opportunity.

Place before the specifying and purchasing power of the country the information they need concerning your products in that form which will insure its being most frequently consulted at the time when the upward trend of buying is under way.

Let us give you an estimate of the cost of having your catalogue included in the Sixteenth Edition of "Sweet's," which is now being compiled.

**SWEET'S CATALOGUE SERVICE, Inc.**

119 WEST FORTIETH STREET  
NEW YORK CITY

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# Salesmen's Commissions Reduced as Advertising Starts

Corset Company Puts on Big Campaign for New Product, and Road Force Accepts Cut Because of Expected Increase in Volume

**S**ALESMEN can not only be sold on general advertising but can be induced to pay a considerable portion of its cost. This surprising fact has been demonstrated to a nicety by the Jackson Corset Company, of Jackson, Mich., which is just starting a big publicity campaign in behalf of its new product, the Jane Jackson corset.

For thirty-eight years the company had specialized on a low-priced, back-lace corset known as the J. C. C., which had been introduced into stores all over the country through the personal efforts of salesmen. They were backed up to an extent by direct-mail effort, but nothing in a publicity way was attempted in dealer or consumer mediums.

With the arrival of the front-lace corset the company introduced a brand known as the College Girl—a moderate priced variety. This also never was advertised until the beginning of the present campaign.

About a year ago there came to the company a realization reached sooner or later by every far-sighted concern—that it needed to advertise. It discovered that, comparatively speaking, it was only plodding along, was sadly underestimating its opportunity and getting only a proportion of the sales volume it might as well have.

It decided that it could expand rapidly if it would develop a product suitable for the city market and would tell its story by the use of printers' ink.

This brought about the development of the Jane Jackson corset, higher priced and of the best quality. With it came a determination to spend some real money for advertising, with the object of putting the new corset over in a big way.

How would the salesmen take the new move? With the record

they had achieved through selling a lower-priced product with no advertising, what would be their attitude toward higher-priced advertised goods?

## SALESMEN ENTHUSIASTIC FOR THE ADVERTISING

It was necessary that the salesmen's support be gained, because it was desired to get distribution in advance of the general advertising effort. They could have been told what the plans were, given their instructions and sent out. But this is not the kind of dealing with salesmen that brings results. Some manufacturers take this stand, but it is not in accord with the modern view of the right kind of salesmanship. The Jackson company rightfully decided that if its salesmen were going out to sell corsets on a showing of what was going to be done in an advertising way it was essential that they not only understand the advertising but believe in it.

The salesmen were called in for a conference and the proposition presented to them by the sales manager, the advertising manager, the agency representative and others. The salesmen had to be shown. The thing was discussed thoroughly from all angles. Finally by majority vote the salesmen decided that the new proposition meant much to them, not only on account of the salability of the corset itself, but the fact that their efforts would be powerfully backed by advertising.

"This advertising is going to make it easier for us to sell," one of their salesmen said in expressing his opinion in the meeting. "It is going to enable us to get across the new corset in a hurry instead of making progress by degrees. There is no argument about it at all so far as I am concerned. I am for the advertising and only

wish it had been started sooner."

This was the general sentiment.

"And now," said one of the representatives of the firm, "since you see that this big campaign is going to increase the volume of your sales and enable you to earn more money, don't you think you ought to be willing to accept a smaller rate of commission? Of course the reduction ought to be more than made up to you in the larger volume of sales."

This idea went over also. The salesmen accepted a commission reduction sufficient to pay a considerable part of the advertising expense.

The Jane Jackson corset and before that the College Girl brand came because the manufacturer had that much discussed and greatly to be desired quality known as imagination in business. There is revealed here also a careful study of markets and an accurate fixing of the product to suit the market.

The company's J. C. C. corsets were of the lower-priced variety that would not go at all with particular trade. Yet there is for that class of goods a market that can be catered to profitably if one is willing to confine himself to it. But a breaking into other markets, the company found, meant the making of a higher-class corset. The College Girl went a long way toward meeting this need.

"But at length we concluded," Willis G. Gray, advertising manager of the company, said to **PRINTERS' INK**, "that we could utilize our facilities for making the very highest-grade corset it was possible to produce and to sell it at a price less than is usually charged for that grade."

#### BUSINESS-PAPER ADVERTISING ALREADY STARTED

The campaign started in the middle of January with a vigorous four-page smash in business papers. Without any preliminaries whatever and with the utmost confidence the country's biggest stores were approached in this way. The

four-page effort was entitled "Presenting Jane Jackson—A Radical Innovation to Increase Corset Sales." The advertising declares that Jane Jackson's quality is as fine as the finest made-to-order corset ever made. Announcement is made also of the plans for general advertising in a long list of general mediums.

At this writing preparations are under way for an extended use of business journals for several weeks. This is designed to give first aid to the salesmen who now are out showing the advertising plans in detail and getting distribution.

It is calculated that by the middle of March the business-paper campaign, coupled with the personal efforts of the salesmen, will bring about a sufficient distribution to justify the beginning of national advertising. Periodical copy, therefore, will begin appearing at about that time.

Extended co-operation will be given retailers in following the advertising locally. Newspaper space will be used largely for this purpose, the emphasis is at present being placed on newspapers in the large cities. As the market for the corset broadens out, however, the use of newspaper space will follow it.

The advertising and dealer co-operation plan shows the value of accurately sizing up a market in advance, deciding upon the advertising and merchandising step necessary to realize upon that market and then putting exclusive pressure upon it.

The Jane Jackson corset is going to be advertised in consumer mediums, including newspapers that will reach the city trade. The conventional dealer helps, such as window cutouts are not being used, because the class of retailer catered to does not care for that kind of co-operation.

On the other hand, the College Girl corsets are being advertised in an entirely different class of mediums—both business paper and general. The idea is to reach the moderate-priced market. With the advertising goes a rather elaborate

## WE ARE FIGHTING!

January with us showed an **INCREASE** in advertising revenue—and likewise an **INCREASE** in circulation.

**S**TATISTICS from the Employment Bureau of the Department of Labor substantiate our statement that **NEW ORLEANS IS CONTINUING TO FORGE AHEAD**, and that its 400,000 citizens are ready and able to buy.

New Orleans, in proportion to population, has *less* of an *employment* problem than any other *great* city in the United States.

Here is the Department of Labor record of **UNEMPLOYED**:

|                          |              |
|--------------------------|--------------|
| <b>NEW ORLEANS</b> ..... | <b>4,000</b> |
| Boston .....             | 25,000       |
| New Bedford .....        | 30,000       |
| Fall River .....         | 25,000       |
| New York City .....      | 234,243      |
| Buffalo .....            | 33,000       |
| Syracuse .....           | 10,000       |
| Newark .....             | 41,000       |
| Philadelphia .....       | 70,000       |
| Cleveland .....          | 81,000       |
| Cincinnati .....         | 24,000       |
| Akron .....              | 20,000       |
| Toledo .....             | 28,625       |
| Chicago .....            | 36,000       |
| East Chicago .....       | 26,000       |
| Detroit .....            | 160,000      |
| Indianapolis .....       | 21,500       |
| Milwaukee .....          | 24,330       |
| Minneapolis .....        | 13,662       |
| St. Louis .....          | 49,350       |
| Kansas City .....        | 20,840       |
| Atlanta .....            | 7,400        |
| Dallas .....             | 4,500        |
| Seattle .....            | 7,000        |
| San Francisco .....      | 13,000       |

Want further facts? Just put your questions up to our Trade Extension Bureau!

**In New Orleans  
It's The Item**



dealer-help plan—of the kind designed for smaller retailers who are not so familiar with advertising and window trimming.

Working along this plan waste effort will be eliminated largely and the advertising pressure placed where it will do the most good. The Jane Jackson advertising also will influence to a considerable degree the College Girl territory and vice versa.

### America Does Not Need Boom Period

A boom period is not necessary in order to make America prosperous, James S. Alexander, president of the National Bank of Commerce, declared at a dinner of the Association of Stock Exchange Firms, in New York, last week.

"There are at present a number of great business forces clearly at work building a sound business structure for 1921," he said. "Supply and prices are becoming broadly co-ordinated to demand. The improvement in the liquidity of credit, which is now in progress, must develop further, but there are signs that improvement there will continue further. As these developments are fulfilled, as wages and labor are realigned to new conditions and as business finally absorbs the losses incident to deflation, stabilization on the new level will become an accomplished fact.

"The beginning of the year 1921 has auspicious aspects in the rapid, yet orderly, way in which these great corrections are progressing. The year must be judged then, not so much by the volume of business that will be accomplished in it, but rather by the sounder conditions which will prevail, marking the definite return to a new era of business fundamentals.

"Normal activity must come from within business rather than from without. Business cannot idly wait for the public to resume active buying. It must stimulate buying by establishing a wide prevalence of substantially reduced prices for goods which must be based on increased efficiency in production and distribution, and the acceptance of reasonable margins of profits."

### Flowers for the Living

LOS ANGELES, January 24, 1921.

Editor of *Printers' Ink Monthly*:

As a reader of your splendid magazine, I want to congratulate you on your accomplishments for "One So Young."

I believe in giving "flowers to the living" and feel that the men who help to make *Printers' Ink Monthly* a real success are entitled to an expression of gratitude from one of its readers.

CARL F. ROSENBERG.

### Cancellitis of Another Feather

THE REGISTER AND TRIBUNE Co.  
DES MOINES, Feb. 1, 1921.

Editor of *PRINTERS' INK*:

Speaking of cancellation evils there is one which I do not recall having seen mentioned in your publication recently.

In the past several months we have had three instances where a manufacturer came into this territory, ordered an extensive schedule of advertising, secured the assistance of our Service Department in presenting the advertising campaign to the dealer—the dealer stocked the merchandise on the strength of the advertising which was to run in our papers. In one case the campaign was cancelled immediately after the first insertion; in another instance the campaign was cancelled after the second piece of copy appeared, and in the third case the campaign was discontinued after 50 per cent of the schedule of copy had been inserted.

You can readily realize how greatly this damages both the cause of advertising in general, and the relations of the newspaper with the local merchants.

HARRY T. WATTS,  
Advertising Manager.

### Stocks Located in Central West Liquidated

Five thousand retailers in the territory of *The Drygoodsman*, St. Louis, were queried last month on the outlook for spring business. Of about 900 replies received, more than 75 per cent of the retailers reported that they had bought nothing for spring; more than 86 per cent have stocks that are either normal or less than normal and more than 55 per cent are intending to attend market in February. Business expectations were reported as "fine," "good" or "fair" by more than 70 per cent of the merchants answering the questionnaire, while less than 15 per cent looked forward to "bad" spring conditions.

### Retail Jewelers' Co-operative Advertising

The Milwaukee Jewelers' Club has decided to begin at once its 1921 co-operative newspaper advertising campaign on the slogan, "Gifts That Last." The 1920 campaign, including individual advertising by members to work with the co-operative copy, was pronounced a success, except that it was probably not continuous enough. During the holidays the co-operative copy appeared every three days in Milwaukee newspapers.

### O. W. Albaugh Advanced by McCaskey Register Co.

O. W. Albaugh has been appointed sales manager of the commercial and professional divisions of The McCaskey Register Company, Alliance, O. Mr. Albaugh has been with the McCaskey company for ten years.

# The Literary Digest

(Pub. Reg. U.S. Pat. Off.)

**WORLD-WIDE - TRADE - FACTS**

**EUROPEAN IRON AND STEEL IN 1920**

TWO YEARS AFTER THE WAR IN ENGLAND AND CONTINENTAL COUNTRIES, WITH THE EXCEPTION OF GERMANY AND RUSSIA, ARE REGARDING FUTURE CAPACITY—AND INFLUENCE ON AMERICAN STEEL AND IRON INDUSTRIES

By H. COLE ESTEP, European Manager of *The Iron Trade Review*

OWING to its vast capacity, the American iron and steel industry is particularly sensitive not only to conditions within our own country but to those in the outside world as well. For this reason, and also on account of the broad appeal—beyond all its boundaries, the American iron and steel business is one of the most prominent of our great industrial enterprises. Naturally, its wide interests in the

TABLE 1.—PRODUCTION OF IRON IN THE WORLD'S PRINCIPAL PRODUCING COUNTRIES

| Country       | 1919    |         |         | 1920    |         |         |
|---------------|---------|---------|---------|---------|---------|---------|
|               | Jan. 1  | July 1  | Dec. 1  | Jan. 1  | July 1  | Dec. 1  |
| United States | 500,000 | 527,115 | 527,115 | 500,000 | 500,000 | 500,000 |
| Germany       | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| France        | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Great Britain | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Sweden        | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Belgium       | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Spain         | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Italy         | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Japan         | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| China         | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| India         | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |
| Others        | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  | 25,000  |

# 400 NEWSPAPERS

Regularly Quote

## THE IRON TRADE REVIEW

CLEVELAND

A Penton Publication

International Reputation and Worldwide Circulation  
through Unfailing Editorial Accuracy and Reliability

Audit Bureau of Circulations.  
Associated Business Papers, Inc.

# PROOF—

## THE IRON TRADE REVIEW

"The Most Widely Quoted Trade Paper In The World"

## Why We Maintain Three Separate Organizations

**T**HE Lawrence Farm Publications are founded on two truths. First, the farmer best likes to read a publication specifically devoted to those subjects and problems which he confronts every day. Second, he likes to get the news on markets, conditions and activities in his own community while that news is fresh and useful.

The first truth explains why, although Pennsylvania, Ohio and Michigan all immediately adjoin each other, you find us having a separate publication devoted to each state, with separate publication offices and separate editorial staffs located right in the respective states.

We do not even believe it possible to really interest Ohio farmers in the same editorial matter that is interesting to the Michigan farmer, nor the latter in that which interests the Pennsylvania farmer.

# The Lawrence



Most thorough coverage of the  
most attractive farm market in  
America

**The Lawrence Publishing Company**

The second truth explains why we publish every week. News on fruit prices, crop conditions in the next county and weather reports from the other end of the state, are more accurate and helpful when received every 7 days instead of every 15 or 30 days. Talk to any farmer in these three states or any salesman who calls on the farmers and find out how our policies are approved and preferred to those of others. If you want to reach these farmers, here is the best possible approach.



### Ohio Farmer

*Established 1848  
Cleveland, Ohio*

### Michigan Farmer

*Established 1843  
Detroit, Mich.*

### Pennsylvania Farmer

*Established 1880  
Philadelphia, Pa.*

# Farm Weeklies

Members of Audit Bureau of Circulations  
Members Standard Farm Paper Association

Standard Farm Papers, Inc.,  
Western Representative,  
1341 Conway Bldg.,  
Chicago, Ill.

W. C. Richardson, Inc.,  
Eastern Representative,  
95 Madison Ave.,  
New York City

## The Lawrence Publishing Company

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## **\$6,000 a Year**

**¶** Only 39,447 people in New York City make \$6,000 a year or more—less than eight-tenths of 1 per cent. of New York's 5,620,048 people.

**¶** This figure is based on the United States Government income tax returns for New York State—just out. An allowance is made for one more large income to every 1,000 people in New York City than in the State as a whole.

**¶** There is no more certain direct or economical way to reach these people—limited in number but of high purchasing power—than through the New York Evening Post. It is the only New York newspaper that does not seek a tremendous circulation, but appeals directly to the business, professional, political, educational, and social leaders—the 39,447.

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# The Salesman on Emergency Duty

Importance of Selecting the Right Man for the Job—Why It Is That Some Stars Fail to Make Good

By W. Livingston Larned

**EVERY** business man, every sales manager, knows that occasions arise when it is necessary to send a picked man on some important emergency job. It may be that an old and valued client has a personal matter to discuss, an order to give or to explain, that requires the personal touch. Correspondence fails at such times. Intimate, man-to-man contact is essential.

But the selecting of the individual is a matter for the most serious consideration. At least one well-known sales manager states that it is the most difficult of all assignments.

Hear what this executive says:

"We received a letter from the head of a famous house. It was a confidential letter to me. I knew him well—had gone to school with him—and the business was ours, tied hand and foot. I will quote a part of his communication:

"I think it would be wise for you to send one of your best men out here. I want him to talk with the heads of our various departments and grow better acquainted. We have been doing too much business by mail.

"Some of these department managers believe that you are high-handed in your methods and that you do not follow instructions so carefully as you should. They would prefer to have me try out some other houses."

"I looked over my men and decided upon a bright young chap to fill the engagement. He was quick-witted, resourceful, had been on the road once himself, and was accustomed to handling problems. At the home office he was an invaluable executive—one of the finest it has ever been my privilege to know.

"The same night he was expected back in town, I received another confidential letter from

my friend. It was brief and very much to the point:

"Catch the first train and come yourself. The man you sent made matters worse."

"What I learned when I got there was disillusioning. The man I had sent did not have sufficient tact. He was too cocksure, opinionated, headstrong. He fought too hard for ideals that were his alone. When away from the leash of the office control, he became stubborn. He got into one argument after another. He was antagonistic. Every time a criticism of our service was offered, he immediately took the offensive. He felt it his duty to tongue-lash the other man. He allowed his pride to run away with him. He should have been a diplomat. But he was, in fact, a cynical, unyielding fighter for his own opinions. He made enemies in that organization so fast I have never been able to count them up.

"When you are in the other man's office, you can't afford to ride a high horse. You must grant that the other chap has a right to his own opinion. Here was a direct case, where a good man at the home office was a mighty bad one out on the road. The man who represents his firm—out of town—must be tactful, above all else."

## A GOOD MAN IN THE WRONG GROOVE

The ability to judge men, and to pick them for exacting tasks, is an art in itself.

Mr. A. at the head office was known to be one of the most efficient and resourceful salesmen in the business. He piled up one fine record after another. He was always ambitious, industrious, on the job. He managed to jam and pack twenty-four hours into every twelve. He was happily married, with a nice family.

When it seemed advisable, during a dull period, to send men into certain territory, this salesman was the first selected.

He was given an almost unlimited expense account and a list of prospects and towns.

What the house wanted was orders—and if not orders, then friendly relationships cemented. It is as essential to keep old and backward clients interested in the house as to give good service.

There are times when correspondence seems to pale. Letters outlive their usefulness. A client wants to *see* somebody from the home office—to talk with him and discuss problems.

Mr. A. fared forth with the plaudits of the shop ringing in his ears. Everyone believed that he would make a great deal more than good. But at the end of a month there was little to show for the expenditure. Letters received from some of the clients mentioned that this man had been in town, but did not go into ecstasies over the fact. The sum total was failure.

An investigation followed.

What do you suppose happened? Mr. A. developed into what is known, in parlance, as a "hotel solicitor." He called on comparatively few of the list of names given him. It might have been raining, the weather might have been bitterly cold. It might have been far easier to loiter around the hotel and write long letters back to the house.

So this very efficient home office man called his clients up on the telephone from his own room, and let it go at that.

This was his method of procedure:

"Hello. Is this Mr. Smith? Well, this is Mr. A. from Chicago. I am in town for a day or so. Is there anything we can do for you? I'll come around if you want to see me."

And the usual answer was, "No, I guess not."

Business houses do not care to be approached in this manner. They would much rather have you appear, bright and early, at the

door—as if you had made that long trip just to see them—and no one else.

Conversation, interviews and personal contact often lead to orders. The telephone has its uses, but never when an executive or salesman is in a strange town. In fact, under such circumstances, the telephone is an impertinence—a sure sign of lazy indifference and neglect.

#### BEWARE THE APPEARANCE OF EVIL

There is always the danger of the salesman on the road who is not exactly careful "after hours."

Good-natured Mr. Jim was sent out on a month's tour of certain cities to meet old customers and to jolly them up; to talk shop and to mix generally. He could do it to perfection. On his return to the house, however, there were rumblings. The sales manager found out the following—for you can't hide facts.

Mr. Jim, just as soon as he had finished what he believed was a fair and just business day, went out for a good time. He preferred burlesque theatres to the legitimate. He much preferred to eat in a beanery than in the hotel dining room. He was a human ferret when it came to the questionable resorts of any town. And he seemed never to sleep. He "saw the town." Mind you, he never allowed this to interfere with his day's business. He was up again and about, with a clean shave and a massage at 8 A. M.

But no salesman can escape observation. Old customers happened to see him in this all-night café and entering that tough theatre. They made deductions. It didn't look good.

It is as necessary for a man on the road to be as discreet after hours as during them. He is in a strange town. He can't possibly tell when people who have seen him during the day will also see him at night. The man who represents a house on the road should lead a pretty exemplary life when all is said and done.

There is another type of man who must be watched and who



© Vanity Fair

# K. O!

That's what everybody said about  
our Electrical Investigation. ★

**N**OBODY knew until we made our electrical investigation that advertisers of electrical appliances had been spending millions of dollars talking to the General Public, only 30.7% of whose houses are even wired for electricity!

*A 70% waste.*

**A**ND nobody—not even ourselves—knew that of the 300,000 homes in which Vogue, Vanity Fair, and House & Garden circulate, 95% are actually wired for electricity. Three hundred thousand class readers, all of whom can afford luxuries!

*Only 5% waste.*

★ *A complete report of our Investigation of the Electrical Appliance Market will be sent to any recognized advertising agent or electrical manufacturer.*

## THE NAST GROUP

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

Group Rate  
\$2,600 per page

Group Circulation  
Over 300,000



comes under the shrewd eye of the sales manager. He may be termed the "super-enthusiast."

We will illustrate how it operates from actual cases on record.

A certain house figured that it would be advisable to send one of its star men on the road for a while, to get orders personally. He had the happy faculty of creating reasons why people should place orders on the spur of the moment. This man visited over fifty clients in nine cities. He came back at a dull period, when there was need for orders. Then he began to make them out. For a while it looked as if he would never stop. He turned in to the sales manager a bale of methodically typed orders, many of them highly descriptive. They went into elaborate detail. Naturally, he was praised and patted on the back.

There was a get-together of salesmen and the executive of the house referred to the gentleman as the ideal representative. Here, in dull times, this man had gone out and lined up more orders than all of the others had been able to rake and scrape in a month. It could only mean one thing: the others were laggards.

The work was turned out in conformance with the order slips. But when this material was billed, kicks and complaints began to pour in. We will quote from some of them to show their drift:

"You have given us so and so—we really ordered something else when your man called."

"We refuse to pay your bill. We placed no such order."

"There must be some mistake. We had a pleasant talk with your Mr. X., but we certainly did not order all this stuff."

"If we can sell what you have sent, all right, but we did not order that much."

The genius, in this case, was an overseller. He had hypnotized himself. He overshot his mark continually and trusted to luck.

Watch the man who brings back more than looks right. The signed order is the only cure for this ailment.

It is not always the genius of an organization who makes the best man to send on the road when there is some special need for emergency work.

Far better for a man to come back empty-handed and confess that there is "nothing doing" than to pad his orders and to pave the way for constant bickering and misunderstanding.

A well-known and valued member of a sales organization was sent to a certain large Western city to represent his firm. The job was an important one and no average man would do.

This salesman attended to his business in good shape, but, at the last moment, was persuaded to deliver an address at a local sales convention. His speech was necessarily impromptu.

He said things thoughtlessly that jeopardized the best interests of his firm. It is easy to talk and very difficult to cover up your trail afterward.

These things make the lot of the sales manager an exacting one. For it so often happens that the right man in the organization is the wrong one to send on the road.

### Seattle Better Business Bureau Launched

A Better Business Bureau has been organized by the Seattle Advertising Club. This Bureau is a part of the National Vigilance Committee of the Associated Advertising Clubs of the World.

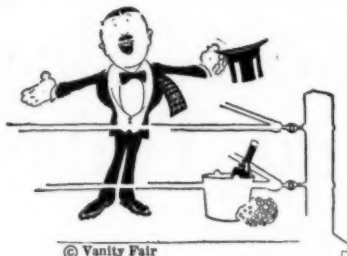
A programme for the Bureau's guidance, contemplating the creation of a more complete public confidence in advertising and selling methods, by systematic supervision of these methods, and by the elimination of practices which are misleading and fraudulent, will be worked out by the board of directors of the Seattle Advertising Club and a recently appointed advisory board.

George T. Hall has been appointed manager of the bureau.

### Joins Staff of Philadelphia "Record"

Harry S. Waters, formerly of the advertising department of the Philadelphia Press, and, after its absorption with the Public Ledger, has joined the advertising staff of the Philadelphia Record.

# G e n - t l e m e n !



## We announce that:

### VOGUE'S

Print order for February 15 is.....**190,319**

### VANITY FAIR'S

Print order for March is.....**109,900**

### HOUSE & GARDEN'S

Print order for March is..... **86,500**

### THE ADVERTISER GETS.....**386,719**

**Circulation**

BUT the advertiser pays for only 293,000 circulation! Because that is the figure on which the page rate of the Nast Group is based.

The circulation of the Nast Group is steadily increasing. Space in the Nast Group is always bought, in point of circulation, on a rising market. There is a growing demand by the best people in America for these magazines. And to stabilize and increase that demand, we spent over \$150,000 in 1920, advertising the Nast Magazines in every important city. The 1921 appropriation is even larger.

The editorial standards are rigidly maintained, the class of readers is of the same high type, but the results to the advertiser continue to change like the circulation—they grow better and larger every year!

## THE NAST GROUP

VOGUE

VANITY FAIR

HOUSE & GARDEN

Group Rate  
\$2,600 per page

Group Circulation  
Over 300,000

# Yesterday and Today

**M**OTION pictures, ten years ago, were little more than a fad—to-day they are the chief recreation of the American people. And as they grew in size and influence, so did Photoplay Magazine their chief spokesman.

Leadership in this field was the result. It came as the unqualified seal of approval of more than half a million people.

And far-seeing manufacturers, who early recognized the advantages to be derived from advertising to this public have benefited accordingly. They were sure of a market for their goods and a highly productive one, because, while with some, economy might be the order of the day, these people would never fail to spend money for recreation. Motion pictures, in other words, had become too much a part of their

living to be slighted. And just as pictures themselves have entered the lives of their patrons—so has Photoplay with the *devotees* who would not be without it.

This has made it the magazine to which advertisers have instinctively turned when considering this field.

Photoplay is the leader, not alone because of its half million *guaranteed circulation* and a large excess in addition, its advertising clientele, but because of its *editorial contents*—the most decisive indication of leadership.

If you are considering the leaders—then Photoplay belongs on your list.

*Let the name stick in your mind, it's imitated*

# PHOTOPLAY

*The Magazine of the Fifth Estate*

JAMES R. QUIRK, PUBLISHER

W. M. HART  
ADVERTISING MANAGER  
350 NORTH CLARK ST.  
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.



Now *you* know better than that!

You think of the sportsman just as a sportsman—a lover of the open, a devotee of hunting and fishing.

You know better than that. You know he is also a capable business man, a money-maker—he has to be to pay so much for his hunting and fishing equipment.

You know he dresses well, eats well, lives well all the year 'round.

He is a good spender for such things as you have to sell. He is your very best market

So go after him. Use the outdoor publications which reach 100 per cent men at least cost per man.

FIELD  
AND  
STREAM

OUTERS'  
RECREATION

# Railroad Advertises Dangers of Grade Crossings

Illinois Central President Uses Newspaper Space in Effort to Show People Where Responsibility for Many Bad Accidents Rests

ADVERTISING has been enlisted by the Illinois Central Railroad Company in an effort to lessen the dangers of the grade crossings. This is part of a constructive advertising programme inaugurated by C. H. Markham, president of the road, which Mr. Markham in a recent issue of **PRINTERS' INK** said was for the purpose of "getting the railroad and the public to understand each other."

Mr. Markham apparently realizes the importance of full and frank discussion of railroad affairs. He tells **PRINTERS' INK** he realizes that railway policies are controlled largely by public sentiment and that Congress and the Interstate Commerce Commission will be guided in accordance with public demand. It is his idea that by being 100 per cent frank with the public and giving out information that hitherto has been kept secret he can help people in reaching wholesome conclusions.

In Illinois and in practically every other populous State, there has been much agitation for the elimination of all grade crossings for railroads.

Mr. Markham in his latest newspaper advertising presentations approaches this subject with the utmost boldness and declares it is altogether impossible for railroads to do away with the crossings.

"There are," he says, "about 8,000 grade crossings on the Illinois Central system. It would cost about \$400,000,000, or substantially more than the combined stock and bond issues of the company, to eliminate them by separation of the grades. It is unreasonable for communities to insist upon railroads doing something for them that cannot possibly be done."

It was with the idea of showing that the people as well as the railroads have duties in this respect

that Mr. Markham started his most recent advertising effort. One advertisement directed principally at automobilists says:

"The railway grade crossing problem is usually considered from two viewpoints—the railways and the public. There is the viewpoint of engineers and firemen, which should also be considered. Their duties are nerve-racking, and the habit of automobilists in racing to crossings, and darting upon the track immediately in front of locomotives, has a great tendency to confuse and distress them. They do not want to be involved in accidents causing personal injury or loss of life. They ought to have some assurance that an automobile will be brought to a stop before it is permitted to cross a railway track.

"The benefits derived from the elimination of grade crossings by the construction of overhead bridges and underpasses—the only plan promising absolute safety—accrue largely to the public in safety and convenience. Therefore, when crossings are eliminated, the expense should be divided on some fair basis between the taxpayers receiving the benefits and the railway. If the people of a community paid in proportion to the benefits received when a crossing is eliminated, demands for elimination would be less frequent. More crossings could be eliminated.

"The automobile, in proper hands, is an agency of safety at railway grade crossings. It can be driven up close to the tracks and stopped in perfect safety. That cannot always be done with a spirited horse. Therefore, the increasing use of the automobile and the decreasing use of the horse should be solving the grade crossing problem, instead of making it worse.

"We recognize there are crossings that should be eliminated, but the crying need is for some plan of action that will prevent loss of life and destruction of property in automobile grade crossing accidents that can be put into effect immediately. One practicable remedy, which would cost but little, would be to inaugurate a great crusade against carelessness of automobilists at railway grade crossings. Require them to Stop, Look and Listen. No automobilist who does that will ever meet with an accident at a railway crossing."

### Advertising for Farm Jobs for City Unemployed

The Ontario Department of Agriculture, Toronto, offers in farm-paper advertisements to be the intermediary between farmers who need hired men, and men in cities at present unemployed. The advertisements are signed by Hon. Manning W. Doherty, Minister of Agriculture. The farmer can make his application direct to the department, or to the local agricultural representative.

"Owing to unemployment in centres of population there are many men now available for farm work," one message reads. "A large number of these men have had farm experience and their services are now available at moderate wages with board.

"Farmers who can usefully employ one or two of these men at this time will be rendering a service to the community as well as to themselves. Many farmers have repairs and other odd jobs which have been put off for years on account of the high cost of labor. This might be a good time to get caught up with work of this nature."

### McConnell & Fergusson Incorporate

The Canadian advertising agency of McConnell & Fergusson has been incorporated, with J. E. McConnell as president and M. M. Fergusson vice-president. The other members of the board are A. R. Malton, formerly inspector of the Bank of Toronto; Walter E. Gunn, director and manager of the company's Toronto office; Lionel T. Benison, manager of the Montreal office; D. C. Coutts, manager for Western Canada, with office at Winnipeg, and John P. McConnell.

Leo Berner, who has been engaged in newspaper work, has been made advertising manager of the South Bend, Ind., Chamber of Commerce.

### P. I. Articles That Are Read by Executives of the Business

ARMOUR AND COMPANY  
CHICAGO, ILL., Jan. 21, 1921.

Editor of PRINTERS' INK:

G. A. Nichols's article on Group Advertising in the January 13 issue of PRINTERS' INK has had a great deal of attention and much favorable comment from various Armour executives.

By this I do not mean the executives of the advertising department, but rather the real directors of the business, including J. Ogden Armour, Laurence H. Armour, P. D. Armour, F. Edison White, as well as a number of the lesser lights.

On Monday morning when W. Laughlin got here the first thing he did was to come to my office and ask me whether I had read the article. He then told me that in his estimation you pictured a condition more clearly than anything else of a similar nature he had ever seen or read.

On Wednesday Paul Faust was at the yards and expressed his thoughts. Faust said that this particular article was one of the best and most interesting of all the articles ever published in PRINTERS' INK.

Incidentally, he also commented on the fact that as a writer on merchandising and advertising subjects, "Nichols is in a class by himself."

J. S. OLDER,  
Advertising Department.

### Brazil Extends Trade-Mark Protection

The Brazilian Government, according to a decree of December 9, 1920, the Department of Commerce reports, has decided to extend protection to trade-marks transmitted by the trade-mark bureau established at Habana under the terms of the Buenos Aires convention of 1910. It will be recalled that the convention provides for the establishment of two bureaus, one at Habana to have charge of the registration for the northern group of countries, and the other at Rio de Janeiro for the southern group. The bureau at Habana has been in existence for over a year, but the one at Rio has not yet been established owing to the failure of ratification of the convention by the required two-thirds of the states in the southern group. In its decree the Brazilian Government expresses the opinion that the creation of the bureau at Rio de Janeiro is unnecessary in order to obtain protection in the southern countries for the trade-marks registered through the Bureau at Habana, provided such countries have ratified the convention.

### Death of Oswald Speir

Oswald Speir, secretary of the National Terra Cotta Society, died suddenly in Rochester, N. Y., on February 2, while en route to Chicago.



## AMERICAN EXPORTER

### *Gives 100% Service*

"The short time we have been using space in your publication leads us to believe that you give your customers 100% service. Not only do we appreciate the trade lists sent us from time to time, but the Weekly Bulletins as well. They are so helpful to exporters and we believe we will get some good results from your paper."

**JESSE FRENCH & SONS PIANO CO.**  
New Castle, Indiana

More than a thousand American manufacturers use the four editions of the **AMERICAN EXPORTER** to reach importers in every foreign country.

*Write for particulars to-day*

## AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

**PENN TERMINAL BUILDING**  
370 Seventh Avenue

**New York**



# Speak for Yourself, Samuel!

If the United States Wants the Trade of Latin America, Advertising Must Be Used

By James Carson

Assistant General Manager of National Paper & Type Co., and President of The Pan-American Advertising Association

WE occupied from 1915 to date world markets opened up to us by the war because they were "seller" markets. Soon they will become buyer markets, and if we are to hold our own against the competition of Europeans and certain of the Asiatics we must develop world merchants and world citizens who will possess the international mind. We have no such body at the present time. Such men have existed among the Europeans for the last half century. This lack of experience is a handicap which we can overcome with our initiative and our keen desire to learn. Up to very recently we have also been handicapped by inadequate banking facilities, by practically no lines of transportation of our own, and with few, if any, investments except in two of the Latin-American countries. We are overcoming these lacks with characteristic American energies. These might be characterized as fair handicaps.

For the last twenty-five years, however, we have been very unfairly and unscrupulously handicapped by certain of our competitors through a campaign of propaganda which has entirely misrepresented the American business man and his ethics and ideals to the peoples of Latin America. This is a very serious condition of affairs. It was epitomized very graphically, though in most homely phrases, by an American journalist and magazine writer who recently spent eight months in that part of the world. This is the way he put it: "If you had a pretty sweetheart, and also a rival, and your rival talked to her every day about what sort of a fellow he wanted her to think you were,

and you never got a chance to say anything for yourself—where would you stand?

"South America is the pretty girl, Europe has been the rival, and the United States has been the silent, injured party."

You remember that Longfellow in his "Courtship of Miles Standish" makes the heroine say "Why don't you speak for yourself, John?" In the particular case of Latin America, John, as well as several others, have been speaking for themselves. It is a case of Samuel doing the talking down there, and one of the best ways to convey this message is through the printed word in the advertising columns of the newspapers and magazines that circulate there. If up to this time our European rivals have had the advantage over us in the matter of investments, shipping, blood ties and language, we certainly have the distinct advantage over them in our infinitely greater knowledge of advertising as an aid to merchandising. We must use this weapon for all that it is worth. We are Latin America's best customer. We spend more money there than any other country, taking over one-third of all the products of the twenty republics which comprise this vast region.

## THE DEVELOPMENT OF THE NEXT TEN YEARS

It does not take an exceptionally vivid imagination to picture what will happen in the next ten years in Latin America. The war has focused the attention of the world on these vast rich and undeveloped territories. Latin America is at base agricultural. As soon as the gates in Europe are let down thousands of immigrants will enter the countries of that region.

(Continued on page 93)

Portion of an address before a meeting of The Pan-American Advertising Association.

TYPE should be the line of least resistance between what you want to say and the man you want to say it to. That's what Bundscho aims at. That's art properly applied.



J. M. BUNDSCHO  
Advertising Typographer  
58 E. Washington Street  
CHICAGO



## President, Mint Pro

Street Railways Advertising Company,

Gentlemen:

Prior to the writer's entrance into the manufacture of "Hole," he was engaged in the sale of street car advertising. Advertising, excellent opportunity was afforded to carefully no. Later, when the necessity arose for some kind of advertising was chosen, and the first real advertising that was done by three years practically no other kind of advertising was used. Advertising for LIFE SAVERS, there has been no time when there have been added more cities, until at the present time and towns from coast to coast.

We do not hesitate in saying that we believe street car success of this Company. From a small office and manufacture consisting of five floors and nearly one hundred thousand square feet of expansion, for which advertising, especially street car advertising





## Print Products Speaks:

manufacture of LIFE SAVERS, "The Candy Mint With the  
car advertising. During his sales work for street car adver-  
to carefully note the sales effect of street car advertising.  
d of advertising to sell LIFE SAVERS, street car advertising  
t was done by this Company was in that field. For nearly  
vertising was used by us. Since the inception of street car  
no time when our car cards have not appeared. Each year  
ne present time our car cards appear in hundreds of cities

lieve street car advertising has been a great factor in the  
ce and manufacturing plant in 1913, to our own building  
ed thousand square feet of floor space in 1920, is very rapid  
street car advertising, can take great credit.

*J. Noble*  
President.



MINIATURE CUTS BY NEW CENTURY COLOR PLATE CO. N. Y.



**A GREAT CIRCULATION**  
 gives quality, plus the potential  
 buying power of people who are  
 in continuous process of trans-  
 formation from moderate means  
 to substantial incomes.

## THE AMERICAN WEEKLY

Read every Sunday by **TWO** and a **HALF** MILLION families.  
 "If you want to see the color of their money—use color."—A.J.K.

The American Weekly is a principal feature of the New York American,  
 Chicago Herald and Examiner, Boston Advertiser, Washington Times,  
 Los Angeles Examiner, San Francisco Examiner and Atlanta Georgian.  
 A. J. Kobler, Manager, 1834 Broadway, New York.  
 W. J. Griswold, Western Representative, Hearst Building, Chicago.

| CITY                | POPULATION | PAPER                  | CIRCULATION |
|---------------------|------------|------------------------|-------------|
| New York City . .   | 5,620,048  | New York American .    | 1,095,916   |
| Chicago . . . . .   | 2,701,705  | Chicago Herald Ex. .   | 732,298     |
| Boston . . . . .    | 748,060    | Boston Adv. . . . .    | 409,183     |
| Washington . . . .  | 437,571    | Washington Times . .   | 44,000      |
| Los Angeles . . . . | 576,073    | Los Angeles Ex. . . .  | 214,000     |
| San Francisco . . . | 508,410    | San Fran. Ex. . . . .  | 290,000     |
| Atlanta . . . . .   | 200,616    | Atlanta Georgian . . . | 105,527     |

Great expanses will be cleared, the soil will be tilled to produce food-stuffs and raw materials for Europe and the United States. Railways will be built and the incidental trade of fabricated articles, which will follow all this activity, will be gigantic. If we lay the proper foundation now and hold what we have won we will be in a position to get our share of this new business, for after all it is not so much fighting our rivals there as it is in developing the potential markets.

Just at present most of the markets of Latin America are in a chaotic state, due to the abnormal exchange conditions. There is one Latin-American market—Mexico—which is desirable from every point of view. It is the only country in the world on a strictly gold basis. At this moment it is hungry for our goods. Its shelves are empty and it can buy and pay spot cash, if it has to, although it is as safe to extend reasonable credit there to-day as it is in any other part of the world.

Despite revolutions, Mexico has doubled her trade with us in the last ten years. It is our greatest market, not in the matter of quantity, for Mexico ranks ninth in the countries from which we buy and tenth in the market to which we sell, but in the point of economic balance. In the year 1920 we bought about \$180,000,000 worth of goods from Mexico and during the same period we sold her about \$190,000,000; but this does not tell the whole story. We bought raw materials from Mexico and we sold her manufactured articles in which a greater part of the cost was represented by labor.

Mexico buys 85 per cent of all her goods from us. She is linked to us by great railroad and steamship routes. She needs machinery for her oil wells, her mines and her sugar mills; she needs merchandise for her great department stores; she needs food products for her innumerable retail shops throughout her vast expanse.

While it is true that the French control the dry goods business, the Germans the hardware business,

the Spaniards the food business, and the Americans the oil, timber and mining business of that section, yet it is also true that our European rivals have for years bought their goods in the United States. The Germans in the main sell American hardware; the Spaniards sell the canned products of our packers; and the boots and shoes and clothing disposed of by the French largely come from our own country. Here is a market which we must not only hold but we must develop. Conservative thinkers assure us that with five years of peace Mexican trade with the United States will be quadrupled. Think of what that means. Before 1930 we will be selling one billion dollars' worth of fabricated goods to Mexico, and perhaps buying an equal amount of raw materials. Could any market be more alluring?

### Joins Taunton, Mass., "Gazette"

John F. Brooks, for several years a member of the service department of *The Shoe Retailer and Shoe and Leather Reporter*, Boston, but more recently with the Worcester, Mass., *Evening Gazette*, is now with the advertising department of the Taunton, Mass., *Gazette*.

### New Account for King

The Wells Process Company, of Youngstown, O., has placed its advertising with the John S. King Company, of Cleveland, O. Newspapers will be used to advertise "Blue Devil Cleanser" in Ohio and contiguous territory.

### Charles Dillon Leaves American Press Association

Charles Dillon has resigned from the advertising staff of the American Press Association, New York. He has not announced his plans for the future.

### Publication Deals with Lubrication

*Scientific Lubrication*, a new publication announced in *PRINTERS' INK* recently, is published in Chicago and deals entirely with lubrication and liquid fuel.

The New London, Conn., *Morning Telegraph* suspended publication on February 3.

## Newspaper Publishers Oppose Duty on News-print

THE American Newspaper Publishers' Association, through S. E. Thomason, business manager of the *Chicago Tribune*, acting as chairman of its paper committee, urged before the House of Representatives Ways and Means Committee free entry for news-print paper and wood pulp. Last Saturday representatives of paper mills manufacturing news-print had demanded a tariff of \$15 a ton, but asked that tariff on imports from Canada be suspended. The American Wood Pulp Importers filed a brief accompanied by a letter from thirty-one paper manufacturers opposing this tariff, pointing out that there is not sufficient pulp manufactured in this country to meet the requirements of paper mills, and that a duty would merely add to the cost of paper here. Mr. Thomason, representing more than 500 leading newspapers, members of the A. N. P. A., whose annual payments for news-print probably exceed \$200,000,000, in opposing the proposed tariff said in part:

"The total consumption of news-print by American newspapers in 1920 was, according to the News-Print Service Bureau, 2,144,000 tons. The total news-print production of American mills in 1920 was 1,511,000 tons, or less than 70 per cent of the domestic consumption. Of the 689,000 tons imported, 668,000 tons, or 95 per cent, was imported from Canada. Since 1909 news-print consumption in the United States has increased practically 100 per cent; production has increased less than 30 per cent.

"With this obvious inability of the American industry to supply the domestic demand and this large reliance upon Canadian imports, the paper companies have not asked for any tariff upon Canadian imports and direct themselves wholly to a request for a tariff upon imports from European countries.

"So far as Canadian imports are concerned, then, no one appears asking a protective tariff on news-print. Wages in the news-print industry are the same in Canada as in the United States. In imposing tariff for revenue Congress has always been mindful of the educational and public uses to which the product is put.

"The only tariff asked by the manufacturers is against imports from other than Canadian sources. These last year, with the highest prices in the history of the industry prevailing, amounted only to some 21,000 tons—certainly not a sufficient amount to disturb the American industry—except as it was indicative of a possible source of competition if prices continued to climb.

"These Scandinavian, Finnish and German imports in normal times offer no threat to the industry here, and prior to 1918 such imports have been negligible. The paper imported from Europe has not been equal to the American in quality; the winding and moisture content has made it difficult to run on American presses; the necessity of depositing cash to insure shipment has made the publishers wary; the damage in transit has been high; no American publisher to-day would take this paper at \$10 per ton under the American price, and some who have used it would not use more at any price.

"No tariff is going to bring about an expansion of the American paper-making industry. The forests in the East are depleted. The forests in the Far Northwest are not available for many years. If they were, the high prices of the last twenty-four months and the prospect of continued high prices would have brought about the location of new plants there.

"Wood pulp, in the proportions of 80 per cent mechanical and 20 per cent chemical, is the raw material from which news-print is made. There is hardly any argument that can be advanced in favor of the free admission of news-print that would not be equally applicable to wood pulp."

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## SYSTEM and SERVICE or INEFFICIENCY—*which?*

**I**NSTANT answer to any one of a million questions about detailed advertising rates, circulation analysis, mechanical requirements, etc., is the advantage enjoyed by users of the Standard Rate & Data Service. It gives the latest, accurate statistics—revised monthly—covering over 6,000 publications—every daily newspaper, all agricultural papers, general magazines, women's publications, mail order journals, trade, class and technical papers, etc.

Used and endorsed by 98% of the nation's advertising agencies and several hundred national advertisers. Price \$30.00 per year. If not satisfied after ten days, money cheerfully refunded. Ask us for copy on approval.

# STANDARD RATE & DATA SERVICE

*The National Authority*

526 West Fort Street

Detroit, Michigan

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### Work for a New York Better Business Bureau Progresses

Progress is being made in the endeavor to establish a Better Business Bureau in New York under the direction of the New York Advertising Club. A meeting of a Better Business Bureau organization committee was held at the New York Advertising Club. This committee, composed of William H. Ingersoll, Dan A. Carroll and John N. Boyle, at that meeting created various committees which will report on different phases, finances, management, etc. When these reports are completed they will be submitted to the board of directors of the New York Advertising Club for final decision.

### Sectional Advertising Club Meeting at Baltimore

The Third District of the Associated Advertising Clubs of the World will hold a convention on February 14 and 15, at Baltimore. This district is composed of Maryland, Virginia, West Virginia, North Carolina, South Carolina, and the District of Columbia.

"Reconstruction" will be the general subject to be discussed at five sessions.

### Injunction Against "Photoplay Journal"

The U. S. Court of Appeals, of Pennsylvania, has granted an injunction, asked by *Photoplay Magazine*, restraining the La Verne Publishing Company, Inc. and the Central Press Company, publishers of *Photo-Play Journal*, from further use of the distinguishing "Photo-play" in the name of the publication.

### Harry Thompson Mitchell with Brill Brothers

Harry Thompson Mitchell has been appointed advertising manager of Brill Brothers, clothiers, New York. Mr. Mitchell has previously been with Baron G. Collier, Inc., General Ordnance Company, and the Nash Motors Company, Kenosha, Wis. He was recently with Jules P. Storm & Sons, Inc.

### Wendel Advanced to Space Buyer

E. T. Wendel, who has been connected with Guenther Bradford & Company, Chicago advertising agency, for two years, has become space buyer of that organization.

### New Account with Gundlach Agency

The Gundlach Advertising Agency, Chicago, is handling the advertising of the National Bureau of Analysis. Copy is going to general periodicals.

### Dinner for Secretary Colby by Pan-American Advertisers

The Hon. Bainbridge Colby, Secretary of State, will be the guest of honor at a dinner to be given on February 28, at 7:30 P. M., in the Hotel Astor, New York, by the Pan-American Advertising Association. It is expected that the Secretary of State will relate some of the experiences gained during his South American journey. Members of the diplomatic corps of the various South American countries have been invited. Invitations to the dinner have been limited to 500.

### Northern Agency Men Honored at Atlanta

Charles W. Hoyt, president, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, were guests of honor at the regular meeting of the Atlanta, Ga., Advertising Club on February 3.

In the evening of that day a dinner was given in their honor by E. E. Dallis, chairman of the Southern Council of the Agency Association.

### Liquidation of Manufacturers' Publicity Bureau

The group of manufacturers of construction and material handling machinery which has maintained a joint, co-operative advertising service, with headquarters at Chicago under the name of the Manufacturers' Publicity Bureau, has liquidated the bureau.

Hereafter each of the eleven concerns whose advertising was handled by that organization will conduct its own publicity work independently.

### Technical Publicity Meeting February 10

The Technical Publicity Association of New York will hear J. Malcolm Muir, vice-president of the McGraw-Hill Co., Inc., Crosby Spinney of the Curtis Publishing Company, and Fred H. Walsh, treasurer of the Newell-Emmett Co., Inc., on "advertising rates," at a meeting to be held at the Machinery Club on February 10.

### Munson Goes to Hoover

Miller Munson, recently of the service department of Erwin, Wasey & Company, Chicago advertising agency, has become associated with the Hoover Suction Sweeper Co., of that city, as assistant director of advertising.

### Pear Growers' Association Appoints Agency

The California Pear Growers' Association has appointed the Honig-Cooper Company, San Francisco and Los Angeles, as its advertising agent.

"Eighteen days after we signed our contract with you our entire stock had been sold"

## *—the experience of one manufacturer*

Under date of December 13, an Illinois manufacturer writes:

"Three weeks ago, when Mr. Olson and I walked into your office, we had \$30,000 worth of ..... on hand and our plant was closed down.

"Last Tuesday, just 18 days after we signed our contract with you and began our distribution campaign under your direction, our entire stock had been sold and we reopened our factory. Today we are running to full capacity.

"This is such a remarkable tribute to the efficiency of your organization and to the value of advertising in the Herald and Examiner that I am impelled to tell you that I should consider it a privilege to discuss my experience with any prospective advertisers you might care to refer to me."

*Write the Merchandising Department for an exposition of this plan —so complete and easy to execute. It obligates you in no way.*

CHICAGO  
**HERALD AND EXAMINER**  
AMERICA FIRST

## Under the Reading Lamp



THE business man of today is a student as well as a worker. He takes time away from the turmoil of the market-place to think, to plan, to glimpse the future, to reconstruct and re-visualize. PRINTERS' INK MONTHLY is written to meet him at such a time—to inspire, to lead him back of *policies* which change, to *principles* which never change.

¶ The MONTHLY is carried home to be read “under the reading lamp,” where there is opportunity for the more thoughtful consideration of the deeper and profounder things going on in the world of advertising and sales.

¶ The MONTHLY is the “Mount of Vision” to the business executive who is the buyer of space and service. It widens his horizon and shows him what he would not have time to read in the office and shows it to him when he has the time—the golden opportunity for reiteration and explanation. The message in the MONTHLY has quadruple power! The MONTHLY rounds out the complete PRINTERS' INK unit. That is why so large a percentage of the readers of the WEEKLY also subscribe for the MONTHLY.

¶ No issue of the MONTHLY has been so full of this quality as the February number, just coming from the press.

¶ Its leading article will tell you how some of the country's big advertisers have found ideas of great advertising value in the Metropolitan Museum of Art. It will suggest how you can tap this same vast reservoir of information.

¶ The incompatibility of the salesman to his territory—the man who is too good for one territory and the one who is not good enough—an experience story that will direct your consideration to a subject of huge importance during the coming year.

¶ The problem of the inaccessible prospect is another subject of far-reaching importance—how to get at the big buyer who is immune to ordinary methods or whose existence may be unknown, a lesson from an unsuspected field.

¶ These are but three of the twenty-two subjects. Others deal with business in the large—there is the close, analytic view, and the broad, synthetic view—all presented and interpreted for the quick mind of the business builder. Facts and their significance are graphed for rapid comprehension.

¶ The February number is rich in pictorial interest. Advertising's practical side supplemented by the best in the field of commercial art.

*The WEEKLY and the MONTHLY form the complete PRINTERS' INK unit. Using all of PRINTERS' INK is proving profitable to both subscribers and advertisers.*

## PRINTERS' INK MONTHLY

185 Madison Avenue, New York City

February number now ready. Subscription prices, U. S. A., \$2.00 a year; 25 cents a copy. Canada and foreign, \$3.00 a year.

Advertising rates: Page, \$180; two-thirds page, \$130; one-third page, \$70. Smaller space, 50 cents a line.

## Does your business require more credit?

"Industries which were fundamentally sound have failed for want of credit at a critical time because bankers did not feel themselves sufficiently informed upon all conditions to justify them in continued support."—*Bulletin of The National City Bank of New York.*

**C**REDIT is a science—a specialized branch of banking which the busy manufacturer or merchant seldom has time to master. And when emergencies arise, this unfamiliarity with the underlying principles of credit is often a serious handicap to the applicant.

If you feel you are entitled to more credit, whether in the form of bank loans or sound investment securities, and can employ such credit to advantage, we suggest that you talk the matter over with us. We are not bankers, and especially avoid all commitments; but, if the facts warrant, we will prepare your application in form to command the attention and interest of banker and investor.

Money is a commodity to be bid for through sound values attractively presented.

### JOPLING & PERRIN

Telephone  
Bowling Green 7740

18 Exchange Pl.  
New York City

*Experience shows that bankers refuse more applications for credit because the right to the loan is not clearly proved than because the proper security is really lacking.*

# Should Manufacturers Run Their Own Retail Stores?

An Analysis of Both the Advantages and Disadvantages of the Plan

By S. C. Lambert

## II

NOT only do these retail stores serve to eliminate unsuccessful items quickly from a line of goods, and guide the manufacturer in his offerings of already designed products, but they also help him in feeling out the demand for new articles before going extensively into their production. Frequently this direct contact with the consumer brings many constructive suggestions from the purchasers themselves. The Dennison Manufacturing Company's experience in this respect, stated by Schuyler Van Ness, advertising manager, is: "Our retail stores are used by us as laboratories in which to get first hand criticisms of our goods from home consumers. We are a business of small things—many of the best items which we carry have been suggested to us by outsiders. Our stores keep us in direct touch with enough of the buying public so that we can get their direct reaction upon Dennison goods."

Very often, too, unsuspected sales arguments can be found in this way. The Perkins-Campbell Company, in testing the saleability of their new products, Braxton Belts, through a small, temporary retail shop at a popular summer resort, discovered that a number of their customers each brought back two or three other people to buy these belts. From this one of the most effective points in securing trade distribution was built—the self-selling feature which pyramided sales—for this article. A manufacturer's sales manager or advertising manager may sit in his office and work out an argument which from his standpoint may be the most important, while the public actually is more inter-

ested in some other aspect of the product.

Along this same line, a manufacturer can quickly discover defects that may develop in his product through his immediate contact with purchasers. If the product is one of slow turnover in the hands of independent dealers, such as furniture, defects might not be observed until a great quantity of the material had been shipped out to dealers. Obviously the sooner any discovery of inferior quality or of constructional imperfection is made the less costly will be the defect in damaging the manufacturer's reputation.

### LEADS TO BETTER UNDERSTANDING WITH RETAILERS

Another lesson which the manufacturer learns in his own retail shops is the understanding of retailing costs and management. If he has the facts before him showing the cost problems which his independent retailers have to solve day after day he is in a much better position to fix his selling prices to the trade on an equitable basis and to fight any misstatements of his dealers as to the amount of profit they can make in selling that line of goods.

If the manufacturer studies his store rightly he can also learn much about the proper management of retail stores handling his lines, the necessity for educating clerks, and the value of special sales. This knowledge he can pass on to his other retailers, to their benefit and profit, and thus develop a feeling of good-will and man-to-man harmony when they see that he is familiar with the difficulties and conditions under which they labor. Doubtless careful study of retail stores of this kind can yield much information on rapidity of turnover,

general buying attitudes of the public—whether they are buying freely or hesitantly—that will materially help in laying down credit policies as to granting extensions of payment dates or pressing independent retailers.

Speaking of the stores in which its men are interested, the H. Black Company says: They carry, generally, a much more adequate supply of our line and we have at our hands figures concerning mark-ups and mark-downs that are of untold benefit in our approach as well as helpfulness to other retailers."

#### MANUFACTURERS' STORES WILL USE THE ADVERTISING

There are a number of manufacturers who are able to secure much more effective use of advertising and display material through their own stores than through the unattached merchants. Local advertising used as a link-up with national advertising can be directed more efficiently. There is also apt to be less waste of display materials. Three of these manufacturers make a regular practice of trying out display pieces and advertising material in their stores before using them in any widespread way. One goes so far as to select his window cut-outs by placing several tentative pieces (the originals) in his window and then having a responsible clerk check up the amount of attention which each one draws.

Besides acting as experimental laboratories for the manufacturer and his executives, the factory-owned stores are frequently used as training schools for the manufacturer's salesmen who travel among the jobbers or independent retailers. Many large factories maintain training schools, such as that of the National Cash Register Company, right within the walls of the plant. Here instructors who have had sufficient experience in wholesaling and retailing of the products are able to pass on to the salesmen the lessons, which in turn are given to retailer and consumer. However, others prefer to have their sales-

men come into even closer contact with the public, and make their road men spend a certain amount of time behind the counter of the retail stores which they operate. The salesman trained in this way can make himself invaluable to the dealers upon whom he calls.

An amusing incident along this line recently came to light. A certain maker of fountain pens had a salesman who was sure that several types of pens were poor sellers for retailers and urged that they be soft-pedalled. The sales manager took his salesman down to his retail store, set him up two small show-cases filled with these styles of pens and, during the busy week preceding Christmas, had this man sell the pens over the counter. In a remarkably short time some five or six hundred of these pens had been disposed of and the salesman was convinced of his error.

Several manufacturers have found their own retail stores a direct aid in getting independent retailers to take on their new lines. The fact that even one retail store is being conducted successfully to sell any individual product is a strong argument in favor of its possibilities in other hands. The Gotham stores, previously mentioned, are located in the heart of New York's shopping district. The Thirty-fourth Street store, particularly, is in the district frequented by visiting buyers for out-of-town merchants. The impression made of the selling success of this hosiery line, in a spot where overhead is bound to be unusually high, is very strong and is a big factor in getting new dealers. This was one of the main reasons for the establishment of these stores and, even if they were not profitable as stores, they would, according to the owners, be worth while for their demonstration purposes alone.

It is significant that three independent hosiery retailers are establishing stores at the present time to carry the Gotham brand exclusively. The example set by the manufacturer's shops has been so strong as to justify these men in



## Making Two Dollars Do the Work of Six Dollars for the Advertising Appropriation

Your client maybe has asked you to suggest a plan to make his advertising dollar go farther—to do more work for him than it did last year—to buy him more for his money.

To get the selling message of this client to the 50,000 retail druggists of the United States and Canada last year, possibly, you used half a dozen drug trade mediums.

This year, to reach every responsible druggist in the United States and Canada, you need to use only one medium—Drug Topics, the National Magazine of the Drug Trade. If your client demands economy you can eliminate all other mediums, and be sure of his message getting into the hands of every good drug-store retailer in North America, from the Gulf of Mexico to the Arctic Circle.

At a cost of \$2.65 per thousand circulation, as compared to \$4.00, \$6.00 or \$10.00 per thousand paid last year, to do the same job in other ways.

Drug Topics is the only publication in the drug field that reaches every responsible retail druggist in North America every month—almost 50,000.

Here is a chance to save your client the money he desires to save—to make his dollar stretch farther—to make \$2.00 do the work of \$6.00 or \$10.00—without lowering selling efficiency one cent's worth.

One piece of copy to prepare, one cut to make, one proof to okeh, one record to keep, and only one bill to pay.

If you wish, we will aid you in the preparation of special copy and furnish you with any marketing information we have accumulated that may be of value to your client.

A card will bring you detailed information of how we can help. Mail now!

# Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

AGLAR COOK, Publisher

JERRY McQUADE, Editor





**C**ERTAINTY that folding will not mar the attractiveness of their printed pieces is a satisfaction that comes to all users of Foldwell Coated Paper.

This is wholly a Foldwell quality—achieved by extra long and closely knitted fibres which bend at a fold instead of breaking out into a jagged edge.

Each fold is absorbed by the paper. Unsightly cracks are not left upon the face of illustrations or text. It is this singular characteristic

that sets our paper apart from any other coated stock. It is this characteristic that makes for clean, forceful printed pieces.

We invite all those who are interested in high grade direct advertising to send for working samples of Foldwell Coated Book, Cover and Writing.

CHICAGO PAPER COMPANY, Manufacturers  
869 South Wells Street, Chicago

**Foldwell**  
TRADE MARK

10

NATIONALLY DISTRIBUTED

patterning their effort along exactly the same lines. Without such conclusive proof as their own shops offer, Gotham could hardly have secured such exclusive representation in a highly competitive field.

The manufacturer benefits in another way from his shops. A good, substantial store, especially if attractive and dignified, makes a very definite impression upon the public. To most of the buying public a brand or manufacturer's name often carries no concrete image or tangible idea of the organization or factory responsible for the production, while a retail store gives a product a backing of stone and mortar which increases the prestige of the manufacturer and his product in the purchaser's mind. This is the same idea that inspired institutions such as the New York Life Insurance Company to have their own magnificent office buildings in principal cities throughout the country. It is, perhaps, the same principle that influenced Mr. Woolworth to put up his beautiful skyscraper in New York. This is not always true, though, as is shown by the comment on this point made by an official of the Yawman & Erbe Manufacturing Co.

"We believe that the prestige of the local dealer is much stronger than that of the manufacturer's retail store, which usually represents outside capital and is more or less foreign to the community in which it operates." Obviously the answer to this prestige question depends on the article itself also.

#### A SCHOOL FOR CLERKS

So much for the manufacturer. Now let us see what the retailer gets out of it beyond what the manufacturer is able to learn and pass on. The most evident profit which the independent retailer can get from factory-owned stores is the training which his clerks are offered by the manufacturer who invites dealers to send his salespeople to these "schools."

The three Redfern Corset Shops are maintained almost entirely for

the purpose of training dealers' department heads and saleswomen in the art of corset fitting, alteration, merchandising and stock-keeping. Without placing any mortgage on the retailers' future (as to specializing on this brand of corset) these schools are thrown open to all comers and every effort is made by the manufacturer to get dealers to take advantage of the training. To make the course even more attractive Redfern provides a handsome, hand-illuminated diploma for every "graduate" of the shop-schools. The same plan is utilized by many other firms whose names have previously been mentioned. Even for such comparatively low-priced articles as fountain pens, the L. E. Waterman Company finds this practice beneficial.

Another advantage to the retail trade which has perhaps never been appreciated to any extent, is the taking over, by the controlled stores, of many burdens of unprofitable service which the independent retailer would otherwise have to shoulder to his loss. One instance of this has already been mentioned—the exchange of fountain pens. No independent storekeeper likes to make exchanges, and fountain pens are very frequently exchanged because they are used so often as gifts and because many retailers do not carry a sufficiently varied stock to enable a purchaser to pick out a permanently satisfactory type of pen-point or barrel for his needs. There is the item of repairs which are necessary on many kinds of products and which small dealers cannot profitably handle (if they can satisfactorily do repair work at all).

Another way in which the manufacturer's store helps the independent retailer directly is in creating buying habits among the public. Frequently the public can be initiated into the use of an article through the efforts of the controlled shop, and thus build up a "repeat" business for the other dealers. The very impressiveness of a large display of one brand of goods throughout an en-

tire store will implant that brand name in a prospective purchaser's mind to an extent that may later result in a sale over a local dealer's counter. Then, too, such instances as the Fifth Avenue shop of Gotham Hosiery create a high class atmosphere for products which are carried over to the same articles when seen in a more obscure store uptown or out of town. There is not a little advantage to a small town merchant (scoff as we will at the idea) in giving the impression of selling Fifth Avenue goods.

In looking at the manufacturer's side of the retailing problem, the constructive aid which the local talent could get from the maker of products who knows retailing from first-hand experience was mentioned. There have been many instances where dealers have put knotty merchandising problems up to manufacturers for solution through the controlled stores and in which the latter, by reason of their ability to experiment and study the questions at length (unpressed by the strong necessity for profit) have been able to find satisfactory answers.

#### INDEPENDENTS BENEFIT

That manufacturers' stores actually build more sales for even neighboring independent stores is demonstrated by a representative instance mentioned by the Dennison company: "When our Philadelphia store moved to its present location, a dealer a few blocks down on this street threw out his entire Dennison stock, but a year later he put in a Dennison department twice as large as the one he had before, because he found out that the proximity of our store brought him increased demands for Dennison goods."

When enterprises of this kind are started there are often a few dealers who will object on the grounds of unfair competition suggested at the beginning of this article. As in the instance just mentioned, usually these "kickers" soon get over their grouch, especially if the manufacturer takes pains to show his dealers

that the stores are benefiting them.

In the Redfern Shops possible retail antagonism is dodged to a great extent by printing the following statement in the booklet announcing the training course to the trade: "There is no attempt whatever to draw trade away from the retailer—quite the contrary—and each sale is accompanied by, or the inquirer is given, a card which tells that she may get the same corsets fitted by skilful service at any store that sells Redfern corsets."

In the larger cities there is little or no complaint of this kind from independent dealers, as in so large a market there appears to be room for all comers. Yet even in the larger centres two manufacturers have gone so far as to lay out districts or zones in which their own stores operate, and in which no attempt is made to have their goods handled by independent dealers.

The division of local advertising between their own shops and the independent dealers has been a problem to a number of manufacturers, but each has solved it in his own way. Naturally, the manufacturer who distributes his output to a large extent through his own agencies spends his advertising money for their benefit, and on the other hand where only a few stores are maintained for experiment and training the manufacturer gives the independent retailer the lion's share of this advertising. Where the distribution is more equally divided the balance of advertising effort is usually turned in favor of the home talent of the manufacturer. It has been found that even local advertising for the factory stores helps swell the free dealers' sales to quite an extent and that the national advertising benefits the latter almost as much as the former when they are equal in number.

But, as was intimated at the beginning of the article, manufacturers will not find the ownership of retail stores a short-cut to the consumer. Opening up stores as an emergency means of

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**R**ESTRICTED purchasing for over 100,000,000 people, even for a limited period, is like trying to permanently dam the water of the Catskill Watershed. Populations must live. Needs accumulate. Soon they compound and finally cumulative needs become demands. Then comes the deluge! Readjustment which has proceeded for nearly a year is laying the groundwork for a mighty volume of business. If you have mistaken the credit shake-down for business depression, take time by the forelock now to prepare for a business revival. Foresight spells: "Here she comes!" Hindsight spells: "There she goes!" Some lines of business have already felt the first impulse of slowly reviving business. Ours has.

## TOWN & COUNTRY

*New York: 8 West 40th Street*

*Chicago: Westminster Bldg.*

*London: 22 Maddox Street*

*Boston: Little Bldg.*

*Paris: 60 Rue Caumartin*

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## In Reply to a Lay-out on Layouts

ONE noon last week, at the New York Advertising Club, a lot of men at the open table laid out in no uncertain way the layout of this series of advertisements.

It seemed to be the opinion that there is nothing very new about it. Nothing to particularly indicate that our Agency is anything above the average in "dressing up" advertisements.

Most of them agreed: "that in these days of keen interest competition, it is necessary to do something different in layouts, to catch the eye."

All of which set me thinking that possibly you may have thought exactly the same things, and would be interested to know our viewpoint.

This layout, admittedly, is simplicity itself.

Just a little square trade-mark at the top, a column of type, some white space, a signature, a type founder's border. Nothing that anybody could not do.

Wonder, then, why more don't do it?

It is barely possible that more don't do it, because it is not quite so simple as it looks.

It is also possible, that after all, being simple is being different.

Edward Everett gave a very eloquent, highly decorative speech at Gettysburg; Lincoln, one of almost primitive simplicity.

One is now measured by the hours it took to deliver. The other lives, because of its simplicity of thought and presenting. Perchance, being a bit simple has its advantages.

You may feel the same way about your advertising that we do about ours. If so, you, as an advertiser, may incline to think we have things of mutual interest that should be talked over.

Our specialty is advertising those things belonging to the building field.

### TUTHILL ADVERTISING AGENCY

L. W. C. Tuthill, *President*

1133 BROADWAY  
NEW YORK

getting rid of congestion in distribution is not likely to accomplish this purpose. It would take a year or more to get the stores going. It may take several years to place them on a profitable, smoothly running basis. In the meantime vastly more could be accomplished by working with the regular retail trade.

Of course if a manufacturer wishes permanently to perform the function of the distributor as well as that of the producer and is willing freely to put money and time and effort and patience into the creation of his chain, that is another matter. He is then in two entirely different businesses. If he has the ability and the capital to run both, very well and good.

Some manufacturers may find it advisable to do this. For reasons peculiar to themselves, they may decide to distribute all or a large part of their production through the medium of their own stores. For most manufacturers, however, such a plan would be highly impracticable.

There will always be a number of manufacturers, though strongly committed to distributing through retailers, who may find it advisable to open a few strategical stores for laboratory, experimental or service purposes. If these stores are properly conducted and if their object is thoroughly explained to the trade, the plan is not open to criticism. In fact, it may work out to the advantage of independent retailers.

But before a manufacturer opens a store of this kind, he should be sure that his object cannot be accomplished through the agency of his present dealers. He should always be able to get a good customer to co-operate with him in this respect. Many manufacturers have no difficulty in getting the retailer to loan a window, a counter, a showcase or even a department for experimental purposes. In fact, several manufacturers operate departments in some retail stores permanently. In this way they keep their fingers on the pulse

of the trade and accomplish all the benefits usually derived from a straight out-and-out manufacturers' store. Other manufacturers send their salesmen, promotion managers and even their advertising and sales managers into retail stores for a few days at a time so that they can find out how best to sell the product and also ascertain the best talking points that can be put forward in its favor.

In conclusion it may be reiterated that the manufacturer's retail store is, under certain conditions, a good thing. As a rule, however, a manufacturer should stick to production and stay out of retailing. Where he is obliged to enter the retail field he is usually but taking a desperate remedy for a situation that does not seem capable of solution in any other way.

### **Ætna Advances Withe and Maercklein**

Stanley F. Withe, manager of the advertising service department, Ætna Life Insurance Company, The Ætna Casualty & Surety Company and The Automobile Insurance Company, all of Hartford, Conn., has been advanced to the position of assistant director of the department of publicity of the Affiliated Ætna Companies. David Van Schaack is director of publicity.

Burdette C. Maercklein, of the publicity department, has been appointed editor of the "Ætna-izer," a monthly publication issued by the Ætna companies in the interests of their agency force.

### **Bids on Government Paper Lowest in Years**

According to bids received January 31 by the joint Congressional printing committee which buys paper for the Government printing office, the Government will save several hundred thousand dollars on 1921 printing bills. The bids are said to be the lowest received for several years. The lowest bid for print paper was 6.28 cents per pound. Last year the committee had difficulty in securing paper at 12 to 14 cents.

### **George B. Donnelly Has New Connection**

George B. Donnelly, for some time in the advertising department of the Philadelphia Record, is now sales and resident manager of the Automobile Exchange, Philadelphia.

# Changes in Retail Distribution Are Coming

Prophesies That the Retail Stores That Will Survive Are the Department Stores, Each Department of Which Is a Chain Store

By E. A. Filene

President, Wm. Filene's Sons Co., Boston

THIS might be a good moment in which to come back to the question of just what the retailer has been doing and is doing on the question of liquidation. As we saw it—as men like myself saw it—there were four interests in this question of liquidation: the producer, the manufacturer, the middleman, and the retailer, and each of us had his own share in the profits that were made during the good period, and naturally, in his own way, each of us tried to hold on to as much of the profits as he properly could. Now “properly” is a word upon which we might disagree, but I think I am just as apt as anyone to attack myself and other retailers for what is wrong, in so far as it is necessary to bring this question out fairly and plainly.

We retailers should not properly be called on to assume more of the losses than for the goods that we had bought at too high a price, and we should not be called on to assume losses for the manufacturers or the producers or the middlemen on stocks on hand which they had on account of hopes and dreams and ambitions loaded themselves with. Now the fight has been on the question of who was going to take those losses; and that is the whole story. We retailers, seeking for a proper excuse or justification, persuaded ourselves that we were protecting the public in refusing to take any more than our share of the losses—any more than the losses on goods that we overstocked ourselves with at too high prices. If we had followed the banks' advice (and the banks, of course,

were not wholly disinterested, because they had much of their money tied up in frozen credits, not with us but with the producer and the middleman)—if we had taken their advice and sold out our entire stocks at great losses, then we would have had our large overhead expenses that could not be paid without selling goods, and we would have had to go and buy new stocks.

I have a lot of faith in the American business man, but finally I have to admit that both retailer and wholesaler are human, and the manufacturer also is human, and in fixing prices would have to take cost into account. The manufacturer would have sold to us at a price less, perhaps, than he had asked before, but a price which in his mind he based on cost, and cost has not very much to do with our class of goods just now, at any rate, not in their selling value to-day. What, then, really would have happened? We would have bought goods again at too high prices (making allowance for human nature, for we are not infallible as human beings) and the human error would incline producers toward being too high again, and then we would have either sold these stocks to a defenseless public, or, if they had succeeded in carrying on what is called the public's strike, we would have taken a second loss or a third loss on them and then we would some day or other naturally recoup our losses, since every retail business finally has to pay its expenses over a series of years. We would, some time or other, either immediately, in the fall or next year, not directly have added that loss to the price of goods, but in-

Portion of an address before the New York Advertising Club on February 2.



# Paper

*is part of the picture*

**Y**OU see this page on ordinary and quite neutral paper. It is a revelation to see it printed on the appropriate Strathmore Expressive Paper.

Write for the STRATHMORE DEMONSTRATION SET, our latest graphic exhibit of the suggestion-power of paper, type, illustration and color in Advertising. STRATHMORE PAPER COMPANY., MITTINEAGUE, MASSACHUSETTS, U. S. A.

**STRATHMORE**  
*Expressive Papers*







**B**Y a recent arrangement, it has become our privilege to sell all the papers made by the Strathmore Paper Company, in the New York and Newark territories.

This is the result of our efforts to add to The Lindenmeyr Lines those papers which are best suited to the advancement of the Graphic Arts.

By assuming the agency for the entire line of Strathmore Expressive Papers, we have increased our already extensive collection of fine papers.



**HENRY LINDENMEYR & SONS**

ESTABLISHED 1859

32-36 Bleecker Street - 16-18 Beekman Street - New York City, N. Y.

54-56 Clinton Street, Newark, N. J.

evitably have seen that that loss would be paid by the public because the public finally pays all the expenses and profits or losses caused by all the good thinking and all the bad thinking in production and distribution.

The manufacturer has tried the retail business, and I do not know why it is so, but the wholesaler and the manufacturer, as a rule, do not succeed in the retail business. The wholesale and producing business are more Napoleonic and we little shopkeepers have got to pay an immense amount of attention to detail, and I suppose that is one of the reasons. Following these glorious times for the manufacturer and the wholesaler, he is coming to a time, and has come to a time, when he needs funds for his payroll and some other things, and he has found that he cannot sell. He sees that he can be put into a helpless position—that he must have the retailer.

In bad weather it is an advantage to the purchaser to get many kinds of goods under one roof; also the average man and woman likes to go where there is a crowd, and the specialty shops of the manufacturers have not won success because of the great specialization that is being done in production. If they sell only their own production they do not offer the assortment that, as a rule, is required.

There comes, then, the chain store, which is worthy of a great deal of attention, because the chain store supplies what the little store lacks. The little separate stores that crowd your avenues here and crowd all the cities—neighborhood stores—supply the human element which is basically responsible for their living against the many reasons why, statistically, they ought to die.

Our biggest stores have the advantage of being all under one roof, of being able to sell on the sixth or seventh or eighth floor as well as on the first floor, of having the advantage of the bulk building, which is a big advertisement in itself and a free advertise-

ment—except what the landlord says he ought to have of it—and also has the advantage of the drawing power of bulk, which is a real thing, and the power of buying in big quantities.

In this working out of the problem of the department store, I venture to say that the store of the future that will survive—and weighing all of the most important things—is the department store, each department of which is a chain store; that is, that the shoe department of a department store would be one of a chain connected with fifty or one hundred similar departments in other big cities, that we would get all the benefits of the chain store with the greater benefit of a big store, with all the service features that we can put in for little or nothing in comparative cost, and the drawing power of the big store and the drawing power of the staff organization that could be put in to help every one of those chains. It is something that is worth thinking of, because it carries with it the possibility of working out the lines under which not only stores but nationally-advertised products can work most successfully in the future.

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### "Successful Methods" Published in New York

Beginning with the March issue, *Successful Methods* will be edited and printed in New York. This publication is issued jointly by a group of non-competing manufacturers of construction and material handling machinery. It has previously been handled by the Manufacturers' Publicity Bureau of Chicago. S. T. Henry, vice-president of the Allied Machinery Company of America, has been placed in general charge of the policies of the publication.

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### Vernon Directs Wahl Publicity

H. A. Vernon, formerly advertising manager of The Cribben & Sexton Company, Chicago, has become advertising manager of the Wahl Company in the same city, maker of Eversharp pencils.

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E. C. Griffith, formerly account executive of the Hamilton Advertising Agency in Chicago, has become associated with Vanderhoof & Company in the same city.

# After the Immigrant Passes the Statue of Liberty

The Need of a System to Receive, Distribute and Place the Newcomer at Work

By Frances Kellor

IT has become almost a habit of mind for the American to deal with the question of immigrant labor, one day as a matter of oversupply, and another day as one of undersupply. But this limited view must give way to the larger one of securing a base of labor supply which will enable us to call upon it when needed and to hold the surplus in reserve when it is not needed. In the past it has been too often the case that when emergencies arose we would rush out to find labor and when the emergencies were over we would expect labor to take care of itself. If we would avoid such methods in the future, provision should be made which will insure greater security for both industry and labor.

The organization of the labor market is, however, more easily proposed than accomplished. It has been undertaken by business, by labor, by the Federal Government, and by the State Governments. But, so far as the immigrant is concerned, the private employment agency of his own racial group is still the chief means by which he secures work. One reason for the failure to organize this market is, that the need for such organization has not been apparent. American business has been able to pay the cost of the present inefficient and extravagant methods which lack the intelligence and skill necessary to receive, distribute and place the immigrant at work on arrival. The immigrant still finds his way to the plant through his racial employment agencies or through his acquaintances and by the same means finds his way out again.

Reprinted by permission from "Immigration and the Future." Copyrighted by George H. Doran Co.

Steady and unchanging as the immigrant may be in his home country, ever he goes from plant to plant and from town to town in America, each change causing a loss of time and a depreciation in skill. Government no less than business has been a failure in not perceiving the prime necessity for the organization of a business system to receive, distribute and adjust the immigrant with the least possible delay and waste. The precarious existence of the United States Employment Bureau, which expanded during the war and then shrunk to its normal existence, is so well known to business and labor alike for its inability to adjust the labor market, that it needs little more than a passing comment.

## A WARMTH THAT QUICKLY BECOMES CHILLED

It is because business still regards the reception of the immigrant and his distribution as a matter to occupy the attention of philanthropists, civic and social workers, missionaries and representatives of racial societies that foreign countries are looking askance at America and considering whether they will not divert their immigrants to countries where protection in a more responsible way can be assured. They are not greatly impressed by the "glad hand" which is offered to their immigrants at Ellis Island. They know that this will not act as a balm to their immigrants when later they are despoiled of their small savings with which they had hoped to start life in America. The assumption by the American that the remembrance of this first, and perhaps only, handshake from an American, will cheer the dark hours of the skilled immigrant

# Free Proof of Hidden Profits

As an advertiser you are interested in a magazine that will pay you a good profit on your advertising. Just write us for the current copy of New Success. It will be *Free Proof* that this proved medium holds hidden profits for you. Here you will find direct-order advertisers whose keyed advertising appears month in and month out—positive proof that New Success pays.



## Send for YOUR Copy of this Proved Medium

Look over the current issue of New Success when it comes. Note the keyed advertisements. Thirty-one of these advertisers in 1920 used the entire 12 issues, 6 used 9 issues, 8 used 7 issues, and 10 used 6 issues.

These advertisers depended **SOLELY** on the direct keyed results produced by this proved medium—

and yet month in and month out they counted the returns, and then repeated the advertising.

Note the editorials of New

Success. Through the inspiring personality of its editor, Dr. Orison Swett Marden, New Success has attracted to itself **SEVERAL HUNDRED THOUSAND** of alert readers—responsive men and women. These

people not only **READ** advertisements, but results are positive proof that they **BUY**.

Cash in on the influence of this great editor. Get your share of the profits that lie hidden in this proved medium. Send for your copy today.

*Financial advertisers will be interested in the results of a recent investigation which developed that the average age of the New Success reader is 35 and his average net worth \$12,000. Here's a rich gold-mine awaiting fortunate prospectors!*

## The New SUCCESS

MARDEN'S MAGAZINE

1133 Broadway, New York

CHARLES H. DESGREY  
Advertising Manager

CHARLES H. SHATTUCK  
770 Peoples Gas Bldg., Chicago, Ill.

FRANK H. BURNS  
Little Bldg., Boston, Mass.

**"Economies in  
Advertising and Selling  
~ for the  
*Immediate Future*"**

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**T**HIS is the title of a booklet  
written by our President.

This booklet shows how it is  
possible for a manufacturer not  
only to save money, but also  
to secure better merchandising  
and advertising service.

If you are an executive of a  
manufacturing concern, you may  
have a copy free.

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**The Akron  
Advertising Agency Company  
AKRON, OHIO**

**GORDON COOK**  
President

**EDW. S. BABCOX**  
Vice-President

**JAY P. GORMAN**  
Secretary

workman or the university trained man who starts life here by digging ditches; and that it will, in a measure, compensate for the isolation and discriminations which later characterize so large a part of the immigrant's experience, makes no corresponding appeal to the native country of the immigrant to which immigration is a matter to be measured on a dollar and cents basis, in terms of the money which the immigrant sends to his home country.

America has permitted Europe to organize the immigration market, inasmuch as Europe now decides who shall leave and how many and under what conditions. The policy of selection and direction which prevails to-day is hers. For does she not follow her various nationals into strange lands and protect them and recall them if need be? Not the least of the reasons is our failure to organize the labor market and to provide the necessary facilities and safeguards for taking care of immigrant labor and for assuring to ourselves an adequate future supply.

#### THE WORLD-WIDE MISCHIEF OF BOLSHEVISM

But if nations have found a way to follow their nationals into immigration countries, Lenine has demonstrated that he has found a way by which internationalism can go further, because his propaganda has already followed working men into production—whether they are workers in the most remote lumber camp or in the most perfectly organized factory. So the American employer has to deal with the immigrant, not only as an international person in the labor market, but with him as such at work in the shop or mine or camp.

Few business men realize to what an extent the war has accentuated the internationalization of the immigrant. To-day, the smallest employer or banker in the most remote American industrial village is now called upon to deal with questions which have their origin in circumstances quite beyond his conception, and with

forces which have been in existence for centuries, that are now operating through thousands of miles to reach him. He is, in most instances, quite unaware that the immigrant is quite a different unit of power from the native-born workman. The immigrant has traditions, customs, habits of thought and centuries of inheritance which the employer generally knows little about, and because of this ignorance, he may offend unwittingly, thus causing a lasting resentment. The immigrant workman is the subject of solicitation from forces across the sea that the average employer hardly more than suspects—be they the propagandist from Russia, the appeals from his family in Europe, or the importunities of his native government. He has worries and responsibilities, the extent and seriousness of which the employer cannot possibly imagine, especially when he has his own mind fully occupied with questions of wages, housing and production. When the immigrant workman goes home, it is not to a consideration of affairs which the Americans readily understand, but it is more often to read his foreign language papers or to talk with his friends about conditions in the native land and what can be done to help change them.

The average employer is inclined to regard these conditions, if brought to his attention, as more bother than the immigrant workman is worth. His chief remedy is to provide a racial boss or foreman to handle these men in squads, and if this plan fails, to dismiss them. As an illustration of how little racial elements are considered by American business in labor stabilization, one need only consider the unrest which prevailed among the foreign born when the armistice was signed. Immigrants, unable to hear from home, or unable to send supplies and money to their people, deserted their work in the hope of returning home; or, at least, of getting as near to New York as possible, so they could hear through new arrivals or metropolitan racial

agencies about their families and friends. To facilitate the sending of relief abroad and to assure its arrival at destination, Mr. Herbert Hoover perfected a warehouse food draft, which could be bought from American banks, and which when presented abroad through the American Relief Administration would guarantee deliveries of food up to a specified amount. Employers were asked to co-operate in selling these drafts, so that a greater amount of relief might be sent and be assured of safe arrival. From both the humanitarian and economic aspects it would have paid employers to assist in furthering this plan, as it would have served the purpose of keeping men steadily at work, since it would have relieved the unrest due to the alien's inability to get information from home or to help his family and friends. It was the first national attempt by which business could have approached the immigrant workman in the interests of the latter. The plan was presented to over 8,000 employers, and although many of them were complaining of the loss of immigrant labor, less than 3 per cent showed any interest in the plan whatsoever. At the same time many of these employers were enthusiastic in their support of a "Stay in America" campaign which attempted by methods of wholesale propaganda to undertake an economic task that could have been done much better by them in their own plants if they had co-operated with the Hoover plan.

It requires, however, little vision to see that in the near future, if America continues to receive a large amount of immigration, the racial specialist in industry will be as necessary to adjust racial relations as is the labor specialist to adjust industrial relations. A few years ago employers regarded as mere sentiment the idea that the personal health and home conditions of their employees were their concern. To-day the plant doctor and dentist and the plant visiting nurse are everywhere to be found on the payroll of indus-

try. Business is finding that they are a good investment, for they maintain a normal standard of health among employees and help to sustain production. So, employers yet regard as sentimental the idea that racial antagonisms and racial ills among their employees are their concern. But they are beginning to see that production is hampered when the Italian and Jugo-Slav, because of existing feuds in Europe, are full of hatred for each other as they work side by side; when Pole and Jew, because of fundamental racial antagonisms, are at cross purposes, or when Russian and Greek dispute over a dictum issued by Lenine. These are countless other racial matters demand with ever increasing insistence the attention of the employers of America.

\* \* \* \* \*

There is abundant evidence that employers are awake to the difficulties of dealing with immigrant man-power. But that they will find the final test of the soundness of their theories and of the practicality of their experiments through the immigrant at the bottom of the industrial heap is by no means so generally recognized. For in the welfare movement, through which science and organization are gradually finding their way, the immigrant has as yet taken little part. While he sometimes benefits by the measures adopted, he is still too far removed from the philosophy of the movement to contribute much of his own thought or to profit by the fragments of discussion which come his way. But it is the theory as well as the practice in which he is interested. It is the theory of industrial organization which the internationalist propagandist attacks, and which attack he supports by industrial facts. For the employer to secure the co-operation of immigrant workmen they must know more of the reasons why measures are adopted, on what principles plants are run, and who are the men who furnish the ideas.

There are evidences that per-

# WORTH WHILE



The Boy-field is decidedly worth while. Impossible, otherwise, would be the well-deserved recognition this field is winning from more and more advertisers.

Because THE BOYS' WORLD is so thoroughly enjoyed each week by our 400,000 boy-subscribers, is doubtless the very reason we are so successfully executing larger contracts for more national advertisers than ever before—convincing proof of a worth while medium in a worth while field.

## THE BOYS' WORLD

**David C. Cook Publishing Co., Elgin, Ill.**

WESLEY E. FARMLOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
Chas. H. Shattuck, People's Gas Building, Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY





**T**HE middle west is made up of prosperous small towns. Per capita wealth is much higher than in large industrial centers. Business is more stable; the buying power is correspondingly greater. There is an automobile for every fifth person in Iowa, and the surrounding states lead the country.

**F**OR twenty-five years, The People's Popular Monthly has been building itself into the confidence of this great home market. We reach and influence more than **600,000** small-town and rural homes, **93%** in the Circle of Certainties. May we give you complete data about our magazine and service?



# PEOPLE'S POPULAR MONTHLY

Chicago Office  
1218 Marquette Bldg.

Des Moines, Iowa

New York Office  
381 Fourth Avenue

sonnel work in the near future is to be placed upon a saner basis. A committee of executives of a dozen of the leading corporations is at work upon reaching an agreement upon principles and standards, and they have already formulated their preliminary finding covering wages and hours, collective bargaining, open shop, representation, profit sharing or profit distribution, employment, training and education, Americanization, health, safety, housing, community interests, factory restaurants and co-operative buying.

Drexel Institute has organized, with the co-operation of business men, a Council on Management which has a similar object in mind, but which will also undertake to relate the training of executives in colleges more closely to practical work in the plants. The National Research Council has called a conference to consider the advisability of establishing an Institute of Personnel Research. The Engineering societies have federated into one organization, which will consider man-power as well as other matters in its larger aspects.

The National Association of Corporation Schools also announces the establishment of the American Institution of Industry and Commerce, which will make investigations and have courses in educational institutions expanded to meet more fully the needs of commerce and industry and to improve relations between employers and employees.

If a way could be found to include racial leaders of the foreign born workmen in industrial deliberations and to secure a racial judgment upon proposed management policies and measures before they were adopted, much would be scrapped before it was tried; much would be prevented which now leads to unrest, and many of the answers to Bolshevism would be found.

If industry, then, which must needs rely upon the immigrant workers here as well as upon those to come, is to undertake fully its share of economic assimilation of

immigration through the day's work, then it must organize the immigrant labor market at home and abroad, so as to insure a proper reception, protection, distribution and adjustment of the immigrant. It must improve management relations so as to include the immigrant upon equal terms with all others in order that his confidence and co-operation may be obtained. It must improve living conditions where it has the power so as to facilitate the adoption of the American standard of living. It must organize its personnel work within the plant along sane lines which the immigrant as well as the native born can understand, and must include the racial specialist who understands the psychology of the foreign born workmen so as to incorporate them into the full industrial life of the plant. Above all, the employers—they who constitute the leaders of industry—must forget that the immigrant workman is a "foreigner." He must be treated as a man.

### W. L. Brann Retained by Montgomery Ward & Co.

W. L. Brann, who last November resigned as vice-president in charge of sales and advertising of the National Cloak and Suit Company, New York, to take up advisory work on sales promotion and advertising, has just been retained by Montgomery Ward & Co., to advise with them and assist in their merchandising, sales promotion work and advertising.

He will also continue to act in an advisory capacity for the National Cloak & Suit Co. on merchandising, sales promotion work and advertising.

Mr. Brann is also associated with the Dorland Advertising Agency.

### Manchuria Railroad to Be Advertised by Logan

The South Manchuria Railway will soon inaugurate a campaign of national advertising in the United States for the purpose of attracting American travel to its lines and to acquaint American business men with the commercial possibilities of the territory it serves. The South Manchuria Railway is equipped with American locomotives and Pullman cars, and operates a chain of hotels in Manchuria and Chosen (Korea). The campaign will be placed by Thomas F. Logan, Incorporated, in national monthly magazines.

# Vigilance Committee Writes Advertisement to Supplant "Fire-Sale" Copy

And Convinces the Advertiser That Truth Pays

THE scourge of retail merchandising—the so-called "fire-sale"—has within the last two weeks conspicuously brought the attention of the public to the endeavor of the "Truth in Advertising Movement" to aid legitimate business. An advertisement of the Newark Shoe Stores, a retail chain organization, is responsible for this widespread publicity.

A "Retraction and Apology" made in display advertising by Morton Samuels, president of the Newark Shoe Stores, recites in clear language one instance of the work of the Vigilance Committee of the Associated Advertising Clubs of the World. This recital of facts reads:

"To the buying public:

"On various dates subsequent to December 27, 1920, there appeared in newspapers located in cities where the Newark Shoe Store Co. does business advertisements announcing fire sales based upon fires which occurred in Wilmington, Del., and Baltimore, Md.

The facts upon which this copy was based were not called to the attention of the undersigned until Thursday, January 13, 1921, when the matter was called to my attention by the Associated Advertising Clubs of the World.

"The biggest asset of the Newark Shoe Stores Co. is the confidence of the buying public, which it has gained and held through the years, and under no circumstances will we knowingly permit that confidence to be destroyed or in any respect impaired. It has been our practice to deal fairly with the public, and we propose that that practice shall continue.

"While it is true that fires occurred in both our Baltimore and Wilmington stores, neither the fires nor the size of the stocks involved would warrant this com-

pany in conducting fire sales in all of its stores, as the entire stock in these two stores, if distributed proportionately among all of our stores, would be entirely too insignificant to give any sale the title of a fire sale.

"The buying public who purchased goods at these sales received Newark Quality at Newark Prices. Though we feel that perhaps the public has suffered no financial loss, nevertheless, in line with our policy of never deceiving the public or inducing them to buy on any catch phrase, we offer without restriction to refund the purchase price to any of our customers who are in any way dissatisfied with their purchase made at that sale.

"The fire sales, have, of course, been discontinued, and we desire again to emphasize the fact that we think more of our reputation with the buying public than we do of money they leave on our counters.

"We welcome any suggestion that would aid us in safeguarding the public who deal with us.

"We believe in fair competition, in truthful advertising, and above all we believe in square dealing with our public.

"We appreciate keenly the action of the Associated Advertising Clubs in bringing this matter to our attention, as we will also appreciate the action of any individual, anywhere, at any time, bringing to our attention anything which will aid and assist us in further protecting what, as I have said before, is our biggest asset—the confidence of the buying public, which in plain English means what the public thinks of us. We are very jealous of our reputation, and will go to any extreme to protect it."

The Better Business Bureau of

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# The Business of the World Is Based Upon CONFIDENCE

*Advertising value has as its  
foundation CONFIDENCE*

The circulation value of The Churchman is many times multiplied by the confidence of its readers.

It is the editorial voice, the forum and the newspaper of Episcopalians everywhere, based upon 115 years of leadership. It is a necessary factor in the home life of its readers and the confidence placed in its counsel is extended to its advertising columns.

The Churchman has proved, to the frank amazement of people in all parts of the country, that a religious publication can be so vigorously conducted in all its departments as to arrest attention, inspire interest and command the enthusiastic indorsement of the reading and advertising public.

**THE CHVRCHMAN**  
*"The National Church Weekly"*  
 Published every Saturday

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CHURCHMAN COMPANY,  
 381 Fourth Avenue, New York

You may send me sample copies of The CHURCHMAN and your advertising rate card.

Signed.....

Firm.....

Address.....

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# LA NACION

of

## BUENOS AIRES

announces the appointment of

### S. S. KOPPE & CO.

Times Building, New York

as its special advertising representatives in the United States.

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With a world-wide cable news service "LA NACION" has advanced by merit alone to first place among all the dailies of South America in prestige, influence, quantity of circulation and advertising merit.

U. S. Advertising Offices  
Times Building  
S. S. KOPPE & Co.  
Advertising Representatives

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General U. S. Offices  
Editorial and Business  
51 Chambers St.  
W. W. DAVIES  
General Representative

Baltimore took the first step to prevent fires in this company's stores in Baltimore and Wilmington becoming excuses for "fire-sales" in a great number of stores. This bureau, part of the close-working nation wide organization, advised the National Committee of the action of the Newark Company Stores, and informed Richard H. Lee, director counsel of the committee, that in its opinion such actions were unwarranted.

The National Committee investigated and found that the Newark Shoe Stores were unjustified in placing "fire-sale" advertising before the public, and printed its opinion in a special bulletin. On the day on which this bulletin was to be issued Mr. Samuels appeared in the office of Richard H. Lee, offering to make whatever amends Mr. Lee would suggest. To this offer Mr. Lee replied that the only course open was the signing of an advertisement which Mr. Lee would write and which the Newark Shoe Company would insert in every newspaper—266 of them—that carried the Newark "fire-sale" copy.

The advertisement "Retraction and Apology" already quoted, was then and there started on its way and the printed bulletins destroyed. When Mr. Samuels signed it he remarked that it was "the finest piece of copy ever put out for his stores."

#### Yost Vice-President of Western Advertising Co.

Robert G. Yost, who has been production manager of the Western Advertising Company, St. Louis, has been made vice-president of the company. In the past Mr. Yost has been associated with the H. E. Lesan Advertising Agency, Inc., and the Gardner Advertising Company, Inc.

#### C. B. Middleton with "The Milwaukee Journal"

C. B. Middleton, formerly with Greig & Ward, Inc., Chicago, has joined the promotion department of *The Milwaukee Journal*.

W. S. Field, who has been in the real estate and lumber business in Ironton, Ohio, has become advertising and sales manager of the Allenized Water Company, Grand Rapids, Mich.

#### New Accounts of Detroit Agency

The International Tag Co. and the Chicago Fire & Marine Insurance Co., both of Chicago, have placed their advertising accounts, with the Chicago office of the Fred M. Randall Company. The advertising of the former will appear in trade publications and of the latter in newspapers of the Middle West.

The Randall agency, through its Chicago office, has also obtained the accounts of the Perkins Phonograph Co., Chicago (Middle West newspapers); the Russell Electric Co., Chicago (newspapers and trade publications); the Killen Kemical Co., Lansing, Mich. (newspapers), and the Delbare Mfg. Co., Chicago. For the last-named account "No-Sope" will be advertised in newspapers.

#### Henry F. Diekhaus Now General Manager

Henry F. Diekhaus, associated for thirty years with The Allen-Nugent Co., The Hat Trade Publishing Co., and The Millinery Trade Publishing Co.—affiliated companies—has been appointed their general manager. He will also continue as assistant treasurer of the companies.

Lucien W. Marshall, who has been on the sales staff of The Allen-Nugent Co. for eight years, has succeeded Mr. Diekhaus as advertising manager of *Nugent's—The Garment Weekly*.

#### Added to Staff of Hower Agency

C. F. Woolley, who recently left The Hower Advertising Agency Co., Denver, to become associated with the McCormick-Armstrong agency, Wichita, Kan., has been succeeded by D. L. Dungan, formerly of the Coolidge Advertising Company, Des Moines, Ia.

M. R. Pratt, formerly assistant sales manager of the Gates Rubber Company, Denver, has been elected vice-president and treasurer of the Hower company.

#### Healy with McCutcheon-Gerson

J. C. Healy, formerly manager of the copy department of the Turner-Wagener Company, Chicago advertising agency, will succeed W. J. MacInnes as chief of the copy and plan department of the McCutcheon-Gerson Service, of that city. Mr. MacInnes has resigned to take effect February 14.

#### Kelton Is Manager of National Advertising

Steve Kelton, who has been in charge of the merchandising and service bureau of the Houston, Tex., *Chronicle*, has been appointed manager of national advertising for that publication.

# The Man from Mars Learns All about Advertising

And Finds It Not So Simple, After All

THE Man from Mars dropped into the club the other day and was welcomed by a group of advertising men. Over the cigars the Martian, intent on learning more about our successful business methods, inquired rather casually:

"What is this thing you call 'advertising'?"

"Advertising, my dear sir," replied the thin, nervous man on the right, "is the physical means by which consumer-acceptance is generated. It functions in many ways, which, if properly co-ordinated with regard to the apperceptive reactions of the consumer, eventually creates an economic influence which results in a group consciousness that enables a producer to dominate the distributive channels of commercial activity. It's really very simple."

"Oh, I see. But just how is it done?"

"The primary element in the formulation of a definitive campaign is an analytical examination into the basic factors of the consumption capacity of a given territorial unit. This involves research into the fundamentals of mass-thinking, subconscious stimuli and the relative importance of the buyer's personal inhibitions." This from the fat man with horn-rimmed spectacles.

"Indeed! What then?"

"The next step is to stimulate the receptiveness of the merchandising agencies, by which is meant the concentrative entity called vulgarly the jobbing trade and their co-lateral adjuncts, as well as the consumer-contact points known as the retailers. When the status of the commodity integrates smoothly this promotional effort is subordinated to the development of the personnel which is to unify the visual manifestation of the propaganda with the labors of the sales staff—" The little bald-headed man had gotten this far

when the hatchet-faced man broke in.

"I disagree with you there. The proper sequence is to inject the creative element into the campaign from the very initiation of the enterprise. Disregarding entirely the intrinsic merit of the article, we evolve a container which crystallizes the latent appeal residual in the fusion of mental reactions exhibited by the purchasing public."

"On the contrary," disputed the solemn individual on the left, "it is a far superior method to select and institutionalize the atmosphere which pervades the copy and media, taking the attention-value of competitors' advertising into consideration. It is only thus that the approach to free dollars may be conjunctivated—"

"Excuse me, please," interjected the Martian, rising, "but I have an important engagement to visit an idiot asylum."

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## Domestic Postage Rate Extended

Domestic postage rates including the two-cent letter charge are applicable to first and second class matter between the United States and Bolivia, Colombia, Honduras, Nicaragua and Peru, the Post Office Department announced on February 1.

The weight limit on newspapers and other printed matter will be eight pounds, twelve ounces, with a maximum weight for single volumes eleven pounds and maximum dimensions of rolled papers forty inches in length by six inches in diameter. The weight regulations also apply to Cuba.

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## H. B. Sweeney in Outdoor Advertising

H. B. Sweeney, formerly advertising manager of the Sewell Cushion Wheel Co., has joined the national sales department of Walker & Co., outdoor advertising, Detroit.

Mr. Sweeney has been with MacManus, Inc., Detroit advertising agency, the editorial department of the Detroit News and has been assistant advertising manager of the Firestone Tire & Rubber Co.



## WILLARD FAIRCHILD

formerly Art Director  
for Fuller & Smith is  
now a member of this  
organization    /    /    /

His clear understanding  
of advertising require-  
ments is fully employed  
in the development of all  
work / and his unusual  
creative ability is avail-  
able when required.



## THE AMSDEN STUDIOS

*Advertising Art*

C L E V E L A N D



## **OTTAWA LOG SAW**



**Sales by Mail  
Over 20,000  
in Less than Two Years**

It's a plain story of a worth-while product, well made and intelligently advertised.

The Ottawa Manufacturing Company sensed a public demand for a wheel-mounted, one-man, power log saw. A speedy, easy to use, durable machine was made. How, when and where to tell the public was put up to the Potts-Turnbull organization. Tested and proved advertising methods and media were used. Paper and ink have been the only salesmen. Result: More than 20,000 sales in less than two years.

Results alone count. Intelligent advertising is sure fire.

*Get complete service and full use of the combined Potts-Turnbull organization at any of this agency's three offices.*

**POTTS-TURNBULL COMPANY**  
*Advertising* — KANSAS CITY-CHICAGO-OMAHA

# A Selected List of House Magazines

Third Instalment of PRINTERS' INK's Revised Compilation

- Milwaukee Photo Materials Co., Milwaukee, Wis. "Photo Dodger."  
Minneapolis Paper Co., Minneapolis, Minn. "Empeco Paper News."  
Miracle Mfg. Co., Toledo, Ohio. "Miracles."  
Mississippi Valley Trust Co., St. Louis. "Service."  
Mitchell, Fletcher Co., Philadelphia. "Suggestions."  
Mojonnier Bros. Co., Chicago. "Milk."  
Monitor Stove Company, Cincinnati. "Caloric Family." "Spizzerinktum."  
Monroe Calculating Machine Co., Orange, N. J. "Results."  
Moore Laboratories, Findlay, Ohio. "M-L News."  
S. H. Moore, Toronto, Ont. "Printers' Necessities."  
J. B. Moos Co., Cincinnati. "Trade Tips."  
Henry Morgan & Co., Ltd., Montreal, Que. "Style, Dress & Home."  
Morris & Company, Chicago. "Morris Standard."  
Mortimer Co., Ltd., Ottawa, Ont. "Thinker."  
Mueller Mfg. Co., Ltd., Sarnia, Ont. "Mueller International News."  
Mulkey Sale Co., Detroit. "Jack Frost News."  
Mullowney Printing Co., Minneapolis, Minn. "Mull's Musings."  
George Murphy, Inc., New York. "Snap Shots."  
Musher & Co., New York. "Pompeian."  
Mussens, Ltd., Montreal, Que. "Mussens' Bulletin."  
Mutual Life Insurance Co. of N. Y., New York. "Points."  
Myers Manufacturing Company, Camden, N. J. "Tin Can."  
National Aniline & Chemical Co., New York. "Dyestuffs."  
National Bank of Commerce, New York. "Commerce Monthly."  
National Blank Book Co., Holyoke, Mass. "National."  
National Carbon Co., Inc., Cleveland. "Columbia Team Worker" (Dealers). "Columbia Hot Shot" (Jobbers).  
National Cash Register Co., Dayton, Ohio. "N C R."  
National City Bank of New York, New York. "Americas."  
National Enameling & Stamping Co., St. Louis. "Nesco News."  
National Equipment Co., Springfield, Mass. "Candy News."  
National Lamp Works of General Electric Company, Cleveland. "National Mazda Stimulator."  
National Lead Company, New York. "Dutch Boy Painter."  
National Paper Products Co., San Francisco. "National Suggests."  
National Refining Co., Cleveland. "National News."  
National Steel Car Corp., Ltd., Hamilton, Ont. "National News."  
National X-Ray Reflector Co., Chicago. "Eye Comfort."  
Neumann Brothers, New York. "Business Language."  
New Departure Mfg. Co., Bristol, Conn. "Bicycle Store News."  
New England Steamship Lines, New York. "Fall River Line Journal."  
New York Edison Co., New York. "Edison Monthly."  
New York World, New York. "World Retailer."  
Niagara Paper Mills, Lockport, N. Y. "Ambassador and Publicity Digest."  
Nicols, Dean & Gregg, St. Paul, Minn. "Northern Headlight."  
S. W. Noggle Company, Kansas City, Mo. "Bull Dog."  
Nordyke & Marmon Company, Indianapolis, Ind. "Marmon Post" (Dealers). "Marmon News" (General).  
North Side Savings Bank, New York. "North Side Bulletin."  
Northern Engraving Co., Canton, Ohio. "Northern."  
Northern Furniture Company, Sheboygan, Wis. "Northern Furniture."  
Northfield Co., Sheboygan, Wis. "Couchmaker."  
Northwest Auto Co., Inc., Portland, Ore. "Line Complete."  
Northwestern Electric Equipment Co., St. Paul, Minn. "Northwestern Buzzer."  
Northwestern Expanded Metal Co., Chicago. "Expanded Metal Construction."  
Norton Co., Worcester, Mass. "Grits & Grinds."  
Novo Engine Co., Lansing, Mich. "Novo Power."  
Nutz & Grosskopf, Indianapolis, Ind. "Nuggets."  
Oakland Motor Car Co., Pontiac, Mich. "Oakland News."  
Oakley Chemical Co., New York. "Oakite News Service."  
O'Brien Varnish Co., South Bend, Ind. "O'Brien Mirror."  
Ohio Brass Co., Mansfield, Ohio. "O-B Bulletin."  
Ohio Fuel Supply Co., Columbus, Ohio. "Gas Magazine."  
Olds Motor Works, Lansing, Mich. "Oldsmobile Pacemaker."  
O'Neill, Moltz & Heavner, Tulsa, Okla. "Onmah News."  
Osborn Manufacturing Company, Cleveland. "Osborn Bulletin."  
Ostrander Seymour Co., Chicago. "Plate Makers' Criterion."  
Ottawa, Ont., Citizen. "Citizen Retailer."  
Pacific Gas & Electric Co., San Francisco, Cal. "Pacific Service Magazine."  
Package Sales Corp., South Bend, Ind. "Trade News" (Brokers, etc.). "Universal Package" (Fruit Growers, etc.).  
Packard Motor Car Co., Detroit. "Freight Transportation Digest."  
Padgett Bros. Co., Dallas, Texas. "Foot Prints."



Paige-Detroit Motor Car Co., Detroit.  
 "Paige-Radiator."  
 Berke, Davis & Co., Detroit. "Modern  
 Pharmacy" (Druggists). "Thera-  
 peutic Notes" (Physicians). "Vet-  
 erinary Notes" (Veterinarians).  
 "Dental Progress" (Dentists).  
 Parker Pen Co., Janesville, Wis. "Park-  
 ergrams."  
 Parks-Cramer Company, Fitchburg,  
 Mass. "Parks Piping Parables."  
 E. L. Patch Company, Boston. "Patch-  
 work."  
 W. G. Patrick & Co., Ltd., Toronto,  
 Ont. "Patrico-Crusader."  
 Peacock Chemical Co., St. Louis.  
 "Doctor."  
 Peaslee-Gaulbert Company, Inc., Louis-  
 ville Ky., "Pee Gee Paint Selling  
 Pointers."  
 Peerless Motor Car Company, Clevel-  
 and. "Peerless News Letter."  
 Pennsylvania R. R., Philadelphia. "In-  
 formation."  
 People's Home Journal, New York.  
 "Latch String."  
 People's Popular Monthly, Des Moines,  
 Iowa. "People's Storekeeper."  
 Pepsi Cola Company, New Bern, N. C.  
 "Pepsi Cola Bottler."  
 Pequa Press, Inc., Stoughton, Mass.  
 "Pequa Trail."  
 Perry-Estabrook Press, Cambridge,  
 Mass. "Memo."  
 Philadelphia Electric Co., Philadelphia.  
 "Bulletin."  
 Phillips & Clark Stove Co., Geneva,  
 N. Y. "Andes Idea."  
 Pierce Printing Co., Fargo, N. D.  
 "Directad."  
 Piggy Wiggly Corp., Memphis, Tenn.  
 "Turnstile."  
 Pioneer Box Co., Crawfordsville, Ind.  
 "Pioneer Service."  
 Thomas G. Plant Co., Boston. "Dealer."  
 Plymouth Cordage Co., North Ply-  
 mouth, Mass. "Plymouth Pro-  
 ducts."  
 Porter Chemical Co., Hagerstown, Md.  
 "Chemcraft Chemist."  
 Portland, Ore., Journal. "Trade News."  
 Portland Railway Light & Power Co.,  
 Portland, Ore. "Watts Watt."  
 Postal Life Insurance Co., New York.  
 "Postman."  
 Pratt & Lambert, Buffalo, N. Y. "Pro-  
 peller."  
 Pressure Proof Piston Ring Co., Bos-  
 ton. "Pepper-Pot."  
 Progressive Shoe Machinery Co., Min-  
 neapolis, Minn. "Aggressive Sales-  
 man."  
 Providence, R. I., Journal. "Trade-  
 Aid Bulletin."  
 Pullman Couch Company, Chicago.  
 "Pullman Service."  
 Purity Cross, Inc., Orange, N. J. "60  
 Seconds."  
 Pusey and Jones Company, Wilming-  
 ton, Del. "Super-Calender."  
 Pyrene Mfg. Co., New York. "Pyrene  
 Punch."  
 Quaker City Rubber Co., Philadelphia.  
 "Forum."  
 R. & W. Hat Shop, Inc., Norwalk,  
 Conn. "Hat Box."  
 Ralston Purina Company, St. Louis.  
 "Purina Cow."  
 Rumaley Printing Co., St. Paul, Minn.  
 "Business Getting."  
 Rand Company, North Tonawanda, N. Y.  
 "Rand."



## On the Basis of Facts

The life of our country is built around its Public Utilities. Our social, industrial and Government activities could not exist today without the continued operation of their indispensable services.

That such services may be extended and developed to be of the greatest use to the greatest number, the Federal Government and practically all the states have appointed Public Service Commissioners as permanent tribunals to regulate public utilities with fairness to all concerned.

Facts as to the past and studies as to the future, the Bell Companies find are essential to the proper management and development of their business. This information is open to study by these Commissioners and through them by the public generally.

The solution of the problem of building up and maintaining the public utilities, which is of the greatest importance to the people of this country, is assured whenever all the facts are known and given their due weight.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

*One Policy*

*One System*

*Universal Service*

*And all directed toward Better Service*

# Convincing Evidence

In 1920 Iowa's manufacturers, the Nation's manufacturers and the biggest advertisers in farm papers placed more advertising in Wallaces' Farmer than in any other Iowa farm paper. Here are the figures—

## Iowa Commercial Advertisers:

|                                |         |             |
|--------------------------------|---------|-------------|
| Wallaces' Farmer.....          | 111,310 | Agate Lines |
| Second Iowa Farm Paper.....    | 97,090  | " "         |
| Wallaces' Farmer leads by..... | 13,320  | " "         |

## The Nation's Commercial Advertisers:

|                                |         |             |
|--------------------------------|---------|-------------|
| Wallaces' Farmer.....          | 726,787 | Agate Lines |
| Second Iowa Farm Paper.....    | 710,368 | " "         |
| Wallaces' Farmer leads by..... | 16,429  | " "         |

These statistics tell an interesting story of the unquestioned leadership of Wallaces' Farmer in its field.

First, they bring out in a decisive way that Wallaces' Farmer is the choice of the home folk. These manufacturers know, through being right on the ground, the real standing of the Iowa farm papers and their choice is Wallaces' Farmer.

Second, the manufacturers of the Nation expressed a stronger preference for Wallaces' Farmer than ever before. This is due to the fact that mediums and circulation are being more carefully studied and values more definitely known.

Third, Wallaces' Farmer leads most decisively in the lines of advertising where the manufacturers have representatives in the field who come in contact with farm folk—advertisers of farm implements, building materials and automobiles, for instance. They select Wallaces' Farmer first, realizing that they are working along the lines of the least resistance, and the greatest amount of business, in using Wallaces' Farmer.

Profit by the experience of these manufacturers. Choose Wallaces' Farmer. Its prestige with the best farm folk means dealer prestige.

Ask for detailed information about the advertising carried and for charts about "Iowa—The Land of Plenty." We have much desirable data and it is yours for the asking.

# WALLACES' FARMER

DES MOINES, IOWA

Western Representative  
STANDARD FARM PAPERS, Inc.  
1341-S-6 Conway Bldg., Chicago, Ill.

Eastern Representative  
WALLACE C. RICHARDSON, Inc.  
95 Madison Ave. New York City



Raybestos Co., Bridgeport, Conn. "Silver Edge."  
 Redfield-Kendrick-Odell Co., New York. "Everyday."  
 Refinite Co., Omaha, Neb. "Refinite."  
 Reo Motor Car Company, Lansing, Mich. "Reo Truck News."  
 Retail Credit Co., Atlanta, Ga. "Inspection-News Bulletin." "Inspection Service."  
 H. M. Reynolds Shingle Co., Grand Rapids, Mich. "Reynolds Shingle Bulletin."  
 James H. Rhodes & Co., Chicago. "Rhodes' Colossus."  
 Rice Stix Co., St. Louis. "Make Good."  
 Richards-Wilcox Mfg. Co., Aurora, Ill. "Door-Ways."  
 Riegel & Co., Philadelphia. "Riegel Deal."  
 Ritter Commercial Trust Co., Cleveland. "Old Man Interest."  
 Rockford Printing Co., Rockford, Ill. "Service."  
 Rogers & Co., Inc., Chicago. "Talks in Ten Point."  
 Rogers Peet & Co., New York. "Ropeco" (For Boys).  
 Rome Metallic Bedstead Co., Rome, N. Y. "Visitor."  
 Ross Gear & Tool Co., La Fayette, Ind. "Rossgear."  
 Royal Tailors, Chicago. "Royal Tiger."  
 Abner Royce Co., Cleveland. "Our Reminder."  
 William Edwin Rudge, New York. "Slip Sheet."  
 Runkel Bros., Inc., New York. "Team Worker."  
 Sadler & Haworth, Montreal, Que. "Amphibian."  
 St. Louis Brass Mfg. Co., St. Louis. "Ray-O-Grams."  
 St. Louis Globe-Democrat. "Team-Work." "Miniature Globe-Democrat."  
 St. Paul Electric Co., St. Paul, Minn. "Everlite."  
 San Antonio, Tex., Express. "Retailer."  
 Sandusky Cement Co., Cleveland. "Medusa Review."  
 Saturday Night Press, Inc., Detroit. "S.N.P."  
 Schlosser Bros., Frankford, Ind. "Oak Grove Monthly."  
 Scholl Manufacturing Co., Chicago. "Foot Specialist & Practipedist."  
 Schutz-O'Neill Co., St. Paul, Minn. "Modern Pulverizing."  
 Schwartz Belting Co., New York. "Axiom Magazine."  
 Schwarz & Son, Newark, N. J. "Sweets & Smokes."  
 Scott Paper Company, Chester, Pa. "Scott's Issue."  
 Scrantom Wetmore & Co., Rochester, N. Y. "Swandco Quarterly."  
 Seamans & Cobb Co., Boston. "Seaco Way."  
 Selby Shoe Co., Portsmouth, Ohio. "Selby Leader."  
 Selden Truck Corp., Rochester, N. Y. "Truck Transportation."  
 Selz, Schwab & Co., Chicago. "Selz Weekly News."  
 Semi-ready, Ltd., Montreal, Que. "Semi-ready Special."  
 Service Motor Truck Co., Wabash, Ind. "Service" (Users & Prospects).  
 "Pyramid" (Dealers).

## Trained Men Buy More

*Sell to a  
National  
Market of  
140,000  
Trained Men!*

**TAKE** ten men trained to their work and ten men only more or less trained.

Which ten spends more? Which ten will make the steadier customers? Which responds more promptly to honest advertising? Which ten's families are more responsive to quality or to beauty?

Prove the merit of your service, your products, your ideas, to college trained men through their own publications. Their approval is a surety of dependable good will.

Buying power belongs to success already won, and also to those who have been trained to win it. Trained men know that advertising is a pledge—a promise which broken becomes a boomerang.

The thirty-eight alumni publications have a combined circulation of 140,000 college trained men. You can buy this circulation by units of a thousand. Request a rate card for your file, or ask to see a representative.

## ALUMNI MAGAZINES ASSOCIATED

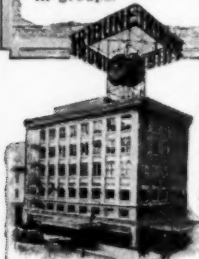
**Madison Square 5064**  
**23 E. 26th St. New York**  
**ROY BARNHILL, Inc.**

*Sole Representative*  
 New York Chicago, Ill.  
 23 East 26th St. Transportation Bldg

**Oakland Tribune** HOME SERVICE

**Oakland, California**  
(Oakland, 1920 Census, 216,361;  
44% increase)  
(East Bay Cities Census 350,000)

With five San Francisco daily papers and another Oakland daily besides the TRIBUNE circulating in the East Bay cities (Oakland, Berkeley, Alameda and Suburbs), there is no combination of newspaper circulations possible that could destroy the fact that in this territory the TRIBUNE'S circulation alone far overshadows the others singly or in groups.



The TRIBUNE renders excellent merchandising co-operation available for an actual or prospective advertiser.

**UNDERWEAR  
HOSIERY**

*The*  
**Underwear & Hosiery  
Review**

NEW YORK

- Sharples Separator Co., West Chester, Pa. "Sharples News."
- Shaw Supply Co., Tacoma, Wash. "Northwest Surgeon's Guide."
- Shaw-Walker, Muskegon, Mich. "Sky-scraper."
- E. G. Shawaker Co., Toledo, O. "Shawaker's Shoe Tips."
- Shelby Salesbook Co., Shelby Ohio. "Comet Booster."
- Sherbrooke Daily Record, Sherbrooke, Ont. "Red Link Magazine."
- Shur-on Optical Co., Inc., Rochester, N. Y., "Shur-on Chronicle."
- Simmonds & Simmonds, Chicago. "Sence."
- Simonds Manufacturing Co., Fitchburg, Mass. "Simonds Guide for Millmen."
- Skillman Electric Co., Indianapolis, Ind. "Skillman's Price Bulletin."
- Smith Printing Co., Pine Bluff, Ark. "Office Appliances."
- Howard Smith Paper Mills, Ltd., Montreal, Que. "Crest."
- L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y. "Demonstration."
- T. L. Smith Company, Milwaukee, Wis. "Smith Snapshots."
- Southern Rome Co., Baltimore, Md. "Visitor."
- Southern Ruralist, Atlanta, Ga. "Bob's Book."
- Southwark National Bank, Philadelphia. "Southwark."
- Sparks-Withington Co., Jackson, Mich. "Sparks."
- Speaker-Hines Printing Co., Detroit. "Co-operation."
- Sperry Gyroscope Company, Brooklyn, N. Y. "Sperryoscope."
- Sperry & Hutchinson Co., New York. "Business Bulletin."
- Spirella Co., Inc., Niagara Falls, N. Y. "Spirella Magazine."
- Sprague Canning Machinery Co., Chicago. "Cannery Notes."
- Spreckels "Savage" Tire Co., San Diego, Cal. "Wigwam."
- Square D Co., Detroit. "Dotted Line."
- Standard Dry Kiln Co., Indianapolis, Ind. "Book of Smiles."
- Standard Motor Construction Company, Jersey City, N. J. "Standard Marine Practice."
- Standard Oil Company, San Francisco. "Standard Oil Bulletin."
- Standard Oil Co., Baltimore, Md. "Standard Oil Dealer."
- Standard Pneumatic Action Co., New York. "Standard Player Monthly."
- Star Peerless Wall Paper Mills, Joliet, Ill. "Bulletin."
- Stauntons, Ltd., Toronto, Ont. "Gilt and Glimmer."
- Frederick Stearns & Co., Detroit. "New Idea."
- Stephens-Adamson Mfg. Co., Aurora, Ill. "Labor Saver."
- G. F. Stephens & Co., Ltd., Winnipeg, Man. "Stephens' Paint News."
- Hugh Stephens Company, Jefferson City, Mo. "Hugh Stephens Imp rint."
- Sterling Motor Truck Company, Milwaukee, Wis. "Driver Dan."
- H. L. Stevens & Company, Chicago. "Stevens Monthly."
- J. E. Stevenson, Columbus, N. J. "Columbus Messenger."

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# Buffalo Evening News First in National Advertising

For the year 1920 the Buffalo Evening News printed more National Advertising than any other paper in the United States publishing only six issues per week.

(From figures January Advertising Age)

This achievement was accomplished notwithstanding the omission of several thousand columns of copy, due to freight embargo, lack of paper and a strict censorship of copy.

|                    |            |             |
|--------------------|------------|-------------|
| National .....     | 2,958,307  | agate lines |
| Local Display .... | 7,041,534  | agate lines |
| Classified .....   | 3,665,868  | agate lines |
| <hr/>              |            |             |
| Total .....        | 13,665,709 | agate lines |

NOTE.—Boston Post, a 7-day publication, exceeds Buffalo Evening News National Advertising Lineage both in their morning and 7-day totals.

## BUFFALO EVENING NEWS

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

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## *George Frank Lord*

*Vice President*

*Greenleaf Advertising Corporation*

*516 Fifth Avenue*

*New York City*

*Mr. Lord's well-known successes as Advertising Manager International Correspondence Schools, in the advertising agency field and as Director of Advertising of E. I. du Pont de Nemours & Company, ensure to our clients valuable assistance in organizing and increasing the efficiency of their sales campaigns as well as in the successful conduct of their advertising.*

*Greenleaf Advertising Corporation*

*516 Fifth Avenue*

*New York City*

*The Greenleaf Company*

*41 Mt. Vernon Street*

*Boston*

Stewart Mfg. Co., Waterloo, Iowa.  
 "Monogram" (Stewart).  
 Stewart Motor Corporation, Buffalo,  
 N. Y. "Stewart Truck News."  
 Stewart-Simmons Press, Waterloo, Ia.  
 "Ad-Points."  
 Stewart-Taylor Company, Duluth,  
 Minn. "Proofs."  
 Stone-Ordean-Wells Co., Duluth, Minn.  
 "Stone's Service."  
 Stow Lumber & Coal Co., North East,  
 Pa. "Stow's Magazine."  
 S. W. Straus & Company, New York.  
 "Straus Investors' Magazine."  
 Strauss Bros., Chicago. "Master Nug-  
 gets."  
 Stutz Motor Car Co. of America, Inc.,  
 Indianapolis, Ind. "Stutz Sales  
 Service Bulletin."

### Saw "It Pays to Advertise"; Gained Two Million Dollars

The play "It Pays to Advertise" made the board of directors of a large manufacturing concern approve of an advertising campaign, Grant Mitchell, who had the leading role in that play, told members of the New York Advertising Club recently.

"One of the directors of a manufacturing company told me a short time ago," Mr. Mitchell said, "that he had taken the board of directors to 'It Pays to Advertise' with a hope that a possible advertising campaign might result.

"I took our directors over to see the play," he said, "and that night, after the play, we called a meeting at the Hotel Astor and approved a big advertising campaign, as a result of which we made two million dollars."

### Indianapolis Agency Adds Two Accounts

The Shuler Axle Manufacturing Company, of Louisville, Ky., has placed its advertising with the Field Advertising Service, of Indianapolis. This manufacturer makes front axles for motor trucks, trailers and tractors. A campaign of national scope will be launched this spring, featuring the importance of the front axle for motor trucks as a major unit.

The advertising account of the American Bearing & Die-Casting Corporation, of Indianapolis, has also been placed with the Field agency. This company manufactures American centrifugal force process bearings, a special habbit bearing used in the automotive industry.

### T. C. Hatch with Insurance Publication

Talbot C. Hatch, who has been engaged in advertising work for insurance companies, and who was recently with the Kansas Livestock Insurance Company, has joined the editorial staff of the *American Insurance Digest*, Chicago.

## Graffco Products

### Graffco SIGNALS

are to your card files what a flashlight is to dark corners. They show you *instantly* where to get the card you want. They prevent finger fumbling, misfiling, confusion. They make complex files simpler, mixed-up files systematic, efficient files more efficient. Millions in use. Very durable. Good looking. Inexpensive. Samples free.



### Graffco INDEX TABS



put on the leaves of your ledgers, loose-leaf books, etc., will make it twice as easy to turn to the *right*

page at *once*. Why hunt fifty times a day for the same places when Graffco Tabs will show them to you the *first* time? Neat, durable, washable. Plain or printed. Easy to put on, hold tight till removed. Your dealer sells them.

### Graffco CLIPS

are different and better. Their rounded edges prevent tearing and make it an instant's work to put them on. Their double-grip spring steel tongue holds 2 to 60 papers snug, safe, and ship-shape without slipping or working loose. 3 sizes. Un-rustable. Economical. Samples free.



Size No. 2

### GEORGE B. GRAFF CO.

Mfrs. Graffco Pencil Sharpener

18 BEACON ST., SOMERVILLE,  
BOSTON 42, MASS.

## This is the Age of Specialists!

OUR business is *Sales-Extension*. Carried on according to our standards it is a difficult business. It requires a great deal of close application. It demands much original and productive thinking. As we emphatically doubt that it is possible to do justice to such standards as ours without *intensive specialization*, our abilities are directed to one special field, one great market, in which we are fitted to be pre-eminent. This field embraces more than 10,000,000 substantial buyers of the best merchandise, who are not reached by general publications or newspapers.

Would you like to put your product into these people's homes? We have some sort of notion—call it a premonition. If you will—that WE CAN HELP YOU DO IT!

**ACORN AGENCY, INC.**

*Advertising*

132 Nassau St., New York

PHILADELPHIA



CINCINNATI

# A is your Trademark

More than an identification — a mark of excellence in material, craftsmanship and service. Does it fulfill all the requirements?

*Associated Artists  
of Philadelphia  
1630 Sansom Street*

write for our  
Alphabet of Art



## When Business Gets in a Rut

(Continued from page 8)

The florist remarked that the device had been a life-saver for him in a usually dull period, and that his sales since he had put the sign in the window had been many times that of the previous week. This was a clear case of adopting a new unit of sale to reach a certain public. A great many people like to purchase a blossom to wear in their coat lapels, or to go in the tiny vases that hold only a single flower, but they hesitate to go into a florist shop because they imagine their small purchase will be scorned and that they will be solicited to buy a whole bouquet. But this florist, by adopting a small unit consisting of only two items, a blossom and a fern leaf, had started a trade moving where there was none before.

Another florist situated on Fifth Avenue, New York, has built up a steady business by offering flowerers in unit assortments that sell for \$5 each. Send him a \$5 bill and indicate what purpose the flowers are to serve, and he will do the rest.

Perfumers have long practiced the art of creating tiny units which will lead to the sale of larger ones. They put out a wide variety of small sample tubes that sell at 10, 25 or 50c., which will enable the permanent shopper to test odors and qualities. When she has decided which she likes best, her next order may be for five or ten dollars' worth.

The modern "Baby Grand" piano is the result of a study by a piano manufacturer of life in cities where space is scanty and costly. A music lover may want a piano ever so badly, but he cannot put an operatic model into a postage-stamp apartment. So the cutting down of the size of the piano unit has created sales possibilities where there were too few before.

A study of the unit of sale naturally leads to a consideration of the package or container. More

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## There is a Man

Somewhere in an advertising agency, or with agency experience, who believes that his ability is not fully recognized;

Or there is one possessed with the idea that his environment keeps him from the progress he believes is within himself;

Some men with strong personalities and pep are held down too much; they are not given that free hand which would develop their ability.

## You are the Man

perhaps, whom we are trying to reach. If you know advertising; if you are experienced in agency work, have selling ability, can visualize conditions, and have a desire to change—write to the address below.

Should you have one or more worth-while accounts that you could bring along in due time, it would be an indication of your ability.

As to income, the right man could name the amount.

If you are well-known send your name and address; otherwise, some details of your personality and experience.

*Any communication will be held strictly confidential, until released by you.*

Address "P. L.," Box 126, care of Printers' Ink

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## UNITED AUTO STORES, Inc.

*Announces the appointment of*  
**The DORLAND AGENCY, Inc.**  
 As Its Advertising Agents

United Auto Stores, Inc.,—a chain of stores in more than 35 cities—is one of the largest retail tire and automobile accessories organizations in the world. Executive offices recently were established at 18 East 41st Street, and plans are under way for the opening of a number of stores in New York City.

With the rapid expansion of our business, we faced the problem of selecting an agency that could carry on our general advertising and conservatively direct the publicity in connection with a new financial program soon to be launched.

Only in The Dorland Agency, Inc., did we find the combined services of a complete merchandising agency and those of an equally complete financial organization. Although under one head, they work independently, thus insuring "specialization without duplication."

UNITED AUTO STORES, INC.  
 EDWARD P. B. CARRIER,  
*President.*

New York  
 9 East 40th Street  
 35 Nassau Street



London  
 16 Regent Street, S.W. 1  
 2 Cushion Court, E.C. 3

Washington  
 Edinburgh

Atlantic City  
 Paris Warsaw

Manchester, Eng.  
 Buenos Aires

than one producer has stimulated his sales by

(6) *Changing the package.*

One of the best examples of what a change in packing will do is the case of an olive oil importer. When he first started business he found that the consumption of olive oil in the United States was very low. A survey of the market showed him that almost all the olive oil sold in small quantities was put out in glass bottles.

These bottles admitted light, which had a deteriorating effect on the oil, and were, besides, very expensive. A study of the situation convinced him that the logical method was to market the oil in tin containers holding much larger quantities than were ordinarily put out. To make this radical change in packing necessitated much educational and missionary work among both dealers and consumers, but the final result was the lifting of the olive oil industry in this country out of a rut which had made the public disregard it entirely except for medicinal purposes.

A confectioner is now creating a taste for French marrons in this country by forsaking the old-fashioned method of marketing them. Hitherto they have been sold mostly in paper cartons, but this confectioner is putting them up in an attractive style in glass containers that show the contents and therefore create appetite, and at the same time prevent waste and deterioration. Dates were once sold in the United States only during the holiday season, but an importing company has created a year-round demand for them by putting them up in packages which will preserve the contents indefinitely and enable the dealer to store them in a sanitary fashion.

LITTLE THINGS, BUT THEY COUNT IN  
SALES VOLUME

Sometimes a change in the color of the package, or a change in the label will have a stimulating effect on sales. Yuban Coffee unquestionably owes much of its success to the rich brown of the package,

which suggests the coffee inside and provokes an appetite for it.

No one ever suspected that hat-boxes had anything to do with the sale of men's hats until Knapp-Felt hats were packed in containers that had a novel and striking design running all the way 'round and covering the top. This design varies according to the season. Felt hats, for example, will be packed in boxes carrying a design whose motif is the skyline of New York City, while straw hats go into boxes on which an Atlantic City design is reproduced. So great is the effect of these boxes on the consumer that dealers make extensive use of them in window and interior displays.

Only too often a manufacturer's label or package carries merely his trade-mark, which, though it may mean something to the dealer, may mean nothing to the consumer whatever. It will therefore pay any producer whose goods are lingering too long on dealers' shelves to see whether or not they will benefit by a change of style.

Another break with prevailing practices may involve

(7) *A change in the class of people sold to.*

Novo Engines were once advertised to farmers almost exclusively. But the competition in this field was exceptionally severe, and this, combined with other factors, made sales languish. A clean break with the past was made, and emphasis was laid on the peculiar suitability of the Novo Engine for contractors and concerns doing public work that involves pumping. This market proved to be ripe for action, and sales were readily made to city people when rural prospects had proved unresponsive.

A manufacturer of a weed-killing preparation had a somewhat similar experience. He thought his logical field was the agricultural one, and he spent much time and money trying to reach the farmers, with unsatisfactory results. He made a study of the possibilities and decided that railroad companies ought to use the weed-killer along their rights-

## Do You Need More Capital?

Our client stands ready to furnish additional capital to manufacturers.

Application treated confidentially. State when organized, capitalization, amount of stock issued, classes of stock; dividends paid if any. Money promptly available. Be explicit; save time and correspondence.

Address Dept. H.,  
care of De Forest  
Porter Adv. Service,  
12 Root Building,  
Buffalo, New York.

of-way, since weeds have a destructive effect on ties and roadbeds. He went after the business of the railroads and to his surprise found a receptive market.

Sawtay, the cooking fat, was once sold almost exclusively to the bulk trade, composed mostly of bakers. A switch was made by aiming directly at the ordinary housewife, and consistent advertising brought a profitable response from her.

Fleischmann's Yeast was once deemed suitable only for bread-baking. As such it has a large but necessarily limited market. The company put chemists and other experts to work and found that yeast, when taken internally, is often beneficial in the case of certain ailments, and when applied to the face is a good complexion aid. The company therefore now spends many thousands of dollars a year advertising to those women who seek beauty, and has created an altogether new class of consumers.

A mechanical carpet cleaner and washer had only a restricted market because it was offered only to hotels and professional carpet cleaners, but it was found that it could be sold direct to consumers, thereby greatly widening its horizon. Since the machine is comparatively costly, women are encouraged to found small clubs of three or four members, so that they may purchase and use it jointly. Of course, this results finally in each woman wanting a machine exclusively for herself.

MAYBE THE RIGHT MARKET HAS NOT  
BEEN DISCOVERED

Many a manufacturer has made the mistake of aiming at the wrong class of people. He tries to reach the fashionable woman when he ought to be aiming at the shop girl; he aims at the business man instead of the clerk; he concentrates all his attention on metropolitan dwellers instead of the suburbs; he tried to sell to the industrial classes when he ought to be covering the agricultural districts; he advertises exclusively to women to the

## Here Is An Opportunity for a Few Sensible Men

to procure for a small amount of money, a relatively large interest in a business of the most desirable character.

The business is more than 100 years old. Its name is known with high regard throughout the civilized world.

Recently reorganized and with new and scientific machinery, the concern under the most able and conscientious management, is growing very rapidly. It is bound to grow greatly.

Its product never widely advertised, finds ready favor with people of the most discriminating taste. The product sells upon its real merit.

To immediately push the business to large proportions and to a conspicuous success, a small amount of additional capital is desired.

A genuine opportunity is offered to a few sensible men to get into this business upon a basis promising unusually large and permanent returns and a corresponding enhancement of value of original investment.

There is but a very limited amount of this stock available. Therefore if you have the money to invest, and if you are interested, you should act at your earliest convenience.

Do not write unless you have serious intentions.

**RICHARD S. WOOD**

**73 Dey Street**

**New York**



## These Figures Show What The Lancaster (Pa.) Advertisers Think of The Local Newspapers

During the last six months the "EXAMINER-NEW ERA'S" total of local advertising compared with the total of the second newspaper was as follows:

|                 |            |
|-----------------|------------|
| August .....    | 15610 less |
| September ..... | 3850 less  |
| October .....   | 71358 more |
| November .....  | 15722 more |
| December .....  | 52080 more |
| January .....   | 25368 more |

Total Local Advertising Lineage in "EXAMINER-NEW ERA" during last six months Exceeded Total in the second newspaper for the same period by

### 145,068 Lines

CLASSIFIED ADVERTISING—"THE EXAMINER-NEW ERA," during the last six months, carried

### 62,316 Lines

more of classified advertising than the second newspaper.

FOREIGN ADVERTISING—"THE EXAMINER-NEW ERA" during the month of January gained

### 26,600 Lines

on the other evening paper.

Proving conclusively that the

## Examiner = New Era

Lancaster County's Home Newspaper

*Dominates the Lancaster (Pa.) Advertising Field—  
the richest Agricultural County in the United States*

Foreign Representatives:

HAMILTON-DE LISSE, INC.,  
347 Fifth Avenue,  
New York.

FISHER & HIGHTOWER,  
Mallers Building,  
Chicago.

exclusion of men, and vice versa.

A shirt manufacturer, for example, can never be sure of reaching all possible customers by going exclusively after male buyers. Many a wife buys all her husband's shirts and other articles of male attire, and she is not to be left out of consideration in any merchandising scheme. An examination of the pages in women's publications will show that altogether too many articles intended for home use are advertised to the feminine branch of the family exclusively, notwithstanding the fact that the male generally carries the check-book and considers himself entitled to a say in such matters.

And finally, the distressed business man who finds all the other possibilities closed to him might consider the advantage of

(8) *Making a change in his advertising.*

So conservative a house as the John B. Stetson Company has made a radical change in its advertising appeal. It formerly laid emphasis on style, but now it is filling space with "shop-talk" narratives that will acquaint the consumer with the reasons for successive increases in the price of hats. These narratives explain that the various furs which make the finest grade of hats happen to be also the furs which are most sought by women for adornment, and this double demand had created a scarcity which is necessarily reflected in prices. The usual illustrations of hats are missing from these advertisements, and in other respects there has been a parting with the traditional in hat advertising.

The Gorham Company, some time ago, decided that the public was getting too much into the habit of buying silverware only for holiday gift purposes. This popular habit of buying only at certain seasons has the effect of leaving a concern in a rut for the balance of the year. So the Gorham advertising is counteracting this tendency by presenting silverware as an article of practical, everyday utility, with definite and daily uses in the home.

## The Atlanta Journal Atlanta, Ga.

All bond sales on the New York Stock Exchange are now reported by The Atlanta Journal in detail on the day of sale.

These quotations come over The Journal's leased wire.

This is the first time such service has been provided by a Southern newspaper.

**Advertising in The  
Journal Sells the Goods**

### JUST PUBLISHED!

EVERY Advertising Man, Employer, Publisher, Capitalist, Editor, Copy Writer  
**SHOULD READ**—Certified Stenographic Report of the Greatest  
**DEBATE IN A DECADE!**

## "CAPITALISM vs. SOCIALISM"

A Vital Presentation of the Relations and Importance of Capital to Labor.

PROF. E. R. A.

## SELIGMAN

Head of the Dept. of Economics,  
COLUMBIA UNIVERSITY.  
Greatest Economist in the U. S.

VS.

PROF. SCOTT

## NEARING

RAND SCHOOL OF SOCIAL SCIENCE.  
Foremost Exponent of Socialism.

Introduction by  
OSWALD GARRISON VILLARD,  
Editor, "The Nation"

Held in New York City, Lexington Theatre,  
January 23, 1921, Before an Audience of 3,500.  
48 Pages—Illustrated by Photographs of  
the Debaters.

Paper Cover, 50c; Cloth, \$1.00  
(By Mail, 10c Extra.)

**THE FINE ARTS GUILD**  
27 West Eighth St.  
Dept. P  
New York City



## N. Y. and Phila. Agencies — Please Note

A Western Copy-writer's whole family connection is moving East sometime before fall.

He has heard that pride cometh before a fall, but he has just enough pride in his work to believe that N. Y. or Philadelphia is not too big for his talents.

He makes around 5,000 talents a year—is between 30 and 35 years of age—is very much inclined to plan rather than copy—and would like to make an Eastern connection as good or better than his present position.

In the prime of life, this worthy young man has had eight or ten years of sales experience and about five years' experience writing and planning national advertising for one agency.

He regrets the necessity of using a blind address in this instance, but promises not to say anything about it in case his boss answers.

So address him as "Worthy," Box 125, care of Printers' Ink—and the blind shall see.

These are two examples of advertising which have undergone a decided change in response to prevailing conditions. No advertiser can ever be sure that because his copy is bringing him returns at one time that it is going to do so at another. Economic conditions, buying psychology, politics, the weather, and popular tastes and tendencies, are always in a state of flux. If it is not advisable to make a change in the advertising theme or appeal, it is possible to shift the emphasis.

### NEED OF CHANGE IN ADVERTISING

Advertising may be good, at least from a technical standpoint, and yet be in a rut. People may have become so accustomed to its outstanding characteristics that they no longer stop to look at it. It is like the face of a familiar friend, and though familiarity does not necessarily breed contempt always, it often causes lack of attention. The advertiser who fails to get the returns that he expected, therefore, might do well to consider a decided change in his style of copy, or layout, or illustrations, and stir up the lethargic by giving them something altogether new and fresh 'to feed upon.

By and large, there are two classes of people in the world. One—perhaps in the minority—loves change for its own sake; the other will consider anything but a change, and sometimes prefers to die rather than consent to it. The wise man is he who avoids extremes. No one should part with a policy that has proved profitable for years just because a slump occurs. On the other hand, no man should reject change just because inertia and tradition bid him hold his ground. No change should be put into effect rashly and without due consideration of all its possibilities. But to avoid change just because it is change may mean decline and eventual death. It was a very old philosopher who said that there was only one unchanging thing in the universe and that was the necessity of change.



## *Announcing a Consolidation of Agencies*

The H. K. Carter Company,  
Inc., New York, has been con-  
solidated with this agency.  
Mr. Herbert K. Carter becomes  
a Vice-President, in charge of  
our New York office.

### **CECIL, BARRETO & CECIL, INC.** *Advertising*

366 Madison Avenue - - - - - New York  
Mutual Building - - - - - Richmond, Va.

Our business is the  
producing of  
*Engraved*  
**Business Announcements**  
**Commercial Letterheads**

and  
**Business Stationery**  
of the  
**Better Sort**

To those who wish their stationery and announcements to reflect the character and prestige of their organization, we are in a position to render an unusually excellent service.

**The Library Press**  
**507 Fifth Avenue**  
**New York**

Telephone 5021-5022 Murray Hill

## Advertising Agency Salesman Wanted

Exceptional opportunity for top calibre man, which you must be to get this job and to hold it.

This is a fully recognized Middle Western agency which will give a high-grade man fullest opportunity to express his abilities, and will accord him utmost recognition for results.

Fullest details will lead to the quick action we require.

Address M. A., Box 124  
Printers' Ink

## G-E Merchandising Specialists Carry Sales Messages to Dealers

Ambitious Plan Covers the Country's Large Cities and Will Extend Over Nearly Four Months  
—Best Ways of Merchandising Electricity Taken to Dealers

**SEVENTEEN** merchandising specialists made up of representatives of eight associated companies left Schenectady early in January on the first leg of a national journey to take in the principal distributing centres of the country to carry a message of better selling methods, window displays and advertising to retailers and jobbers.

The associated companies are the General Electric Co., of Schenectady; Edison Lamp Works of G. E., of Harrison, N. J.; Duplex Lighting Works of G. E., New York; Ivanhoe-Regent Works of G. E., Cleveland, Ohio; Sprague Electric Works of G. E., New York; Edison Electric Appliance Company, Chicago; Electric Vacuum Cleaner Co., Cleveland, Ohio; and the Hurley Machine Company, Chicago.

The trip began in New York on January 10. Nine Eastern cities are to be visited, winding up at Buffalo. After a ten-day rest at Schenectady the second leg of the journey begins at Washington on February 15, goes to twelve Southern cities, and finishes at Cincinnati. The third leg, after a seven-day rest, starts at Boston, on March 24, and concludes at Los Angeles on May 5, visiting twelve important cities of the Middle and Far West.

A carload of properties will accompany the party. It comprises a revolving stage with proscenium arch, a miniature window display and a model industrial lighting exhibit. In addition to this there are numerous display accessories.

The campaign is called a "Merchandising Conference for 1921, for Sales, Service and Advertising." Its purpose is to bear a stimulating message to the elec-

## Do You Want Better Printing?

For 30 years we have specialized in printing and binding large editions of books and catalogs. We offer a prompt, efficient, reasonable service on a cost plus profit basis. Correspondence invited.

### References:

John C. Winston Co.  
J. B. Lippincott Co.  
Century Company  
Silver-Burdett Co.

INTERNATIONAL TEXTBOOK PRESS  
Scranton, Pa.



# LA RAZON

## BUENOS AIRES

### The Great Evening Daily

published in Buenos Aires—three editions—  
largest circulation of any Afternoon Newspaper  
in South America—the medium through which  
you can get desirable business.

Write for booklet and rate card, Avenida de Mayo 760,  
Buenos Aires, Argentina, or to the following American Ad-  
vertising Agencies:

Horatio Camps Advertising Agency, 62 Cortlandt St., New York.  
The Foreign Advertising & Service Bureau, 234 Fifth Ave., New York  
Johnston Overseas Service, 277 Broadway, New York.  
T. B. Browne, Ltd., 7 East 43d Street, New York.  
Atlas Advertising Agency, 450 Fourth Avenue, New York.  
A. R. Elliot Advertising, 62 to 68 West Broadway, New York.  
Morse International Agency, 449 Fourth Avenue, New York.  
Curtiss Special Agency, 450 Fourth Avenue, New York.  
The Export Advertising Agency, Transportation Bldg., Chicago, Ill.  
J. Roland Kay Co., Conway Bldg., Chicago, Ill.

The Newspaper That Believes in Americans

Este es el más importante de los diarios de la Argentina. Su circulación es la más grande de la América del Sur. Su contenido es el más completo y variado. Su redacción es la más eficiente y rápida. Su impresión es la más hermosa y clara. Su precio es el más bajo. Su distribución es la más amplia. Su influencia es la más poderosa. Su historia es la más gloriosa. Su futuro es el más brillante. Su presente es el más esplendoroso. Su pasado es el más heroico. Su carácter es el más noble. Su espíritu es el más elevado. Su conciencia es la más lúcida. Su corazón es el más generoso. Su alma es la más pura. Su cuerpo es el más fuerte. Su mente es la más aguda. Su voluntad es la más firme. Su fe es la más sincera. Su esperanza es la más constante. Su amor es el más profundo. Su justicia es la más implacable. Su verdad es la más absoluta. Su libertad es la más completa. Su igualdad es la más perfecta. Su fraternidad es la más universal. Su paz es la más duradera. Su progreso es el más constante. Su civilización es la más avanzada. Su cultura es la más refinada. Su ciencia es la más exacta. Su arte es el más bello. Su literatura es la más inspirada. Su filosofía es la más profunda. Su religión es la más pura. Su moral es la más elevada. Su ética es la más sólida. Su política es la más justa. Su economía es la más eficiente. Su socialismo es el más humano. Su democracia es la más perfecta. Su libertad es la más completa. Su igualdad es la más perfecta. Su fraternidad es la más universal. Su paz es la más duradera. Su progreso es el más constante. Su civilización es la más avanzada. Su cultura es la más refinada. Su ciencia es la más exacta. Su arte es el más bello. Su literatura es la más inspirada. Su filosofía es la más profunda. Su religión es la más pura. Su moral es la más elevada. Su ética es la más sólida. Su política es la más justa. Su economía es la más eficiente. Su socialismo es el más humano. Su democracia es la más perfecta.

40 per cent—4 in 10 of the families in

# NEW ENGLAND

—the manufacturing center of the country—  
own their homes. And they are good homes.

## A TIP TO MANUFACTURERS

In a recent talk, one of the ablest merchandisers in the country said:—

"Few merchandisers realize that, based upon ease of access, purchasing power per capita, and volume of selling per dollar cost, the New England Market far outranks any of the other eight major Markets of the country. To illustrate, a certain manufacturer of soaps came into the New England Market LAST, thinking it too hard to master—and too expensive, his greatest sale on his publicity campaign—including the New York, Philadelphia, St. Louis and Chicago Markets, was about ten carloads. But New England bought thirteen carloads on less than half the advertising cost! His second campaign totaled over FORTY carloads in New England, while none of the other Markets had even reached his first sale here."

### Fifteen of the Best New England Dailies

**FITCHBURG, MASS., SENTINEL**  
Net Paid Circulation now 9,000  
Population 41,013, with suburbs 150,000

**LOWELL, MASS., COURIER-CITIZEN**  
Daily Circulation 17,353 P. O.  
Population 112,759, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Cir. 15,504 A. B. C.—2c copy  
Population 99,148, with suburbs 125,000

**SALEM, MASS., NEWS**  
Daily Circulation 18,811 P. O.  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 49,692 A. B. C.  
Population 100,000, with suburbs 250,000

**TAUNTON, MASS., DAILY GAZETTE**  
Daily Circulation 7,909 A. B. C.  
Population 38,000, with suburbs 53,000

**WORCESTER, MASS., TELEGRAM-GAZETTE**  
Daily Circulation 72,939  
Population 190,000, with suburbs 350,000

**PAWTUCKET, R. I., TIMES**  
Net Paid Circulation 23,369 A. B. C.  
Serves territory of 130,000.

**BRIDGEPORT, CT., POST-TELEGRAM**  
Daily Circulation 46,730 P. O.  
Population 150,000, with suburbs 220,000

**NEW HAVEN, CT., REGISTER**  
Daily and Sunday Cir. 28,334 P. O.  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

**WATERBURY, CT., REPUBLICAN**  
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.  
Population 91,410, with suburbs 100,000

**PORTLAND, ME., EXPRESS**  
Daily Circulation 24,300; Member A.B.C.  
Population 69,169, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,552 A. B. C.  
Population 22,779, with suburbs 40,000

**MANCHESTER, N. H., UNION and LEADER**  
Daily Circulation 25,375 A. B. C.  
Population 75,063, with suburbs 150,000

EACH OF THE NEWSPAPERS here  
named is a power in its home community.

trical merchandising trade of the country in an effort to arouse the whole electrical appliance industry to full activity.

Two days on the average are to be spent in each town visited. The conference is planned in two sessions, afternoon and evening. Advance notice of the meetings goes to the jobber who in turn invites his customers in the retail and central station field to attend.

During the meeting merchandising specialists present in a concise and interesting manner, data pertaining to and applications of the electrical products, manufactured as well as covering the broad field of electrical merchandising. The information is presented by means of talks, demonstrations, lantern slides, moving pictures and the use of the revolving stage. The major subjects under treatment include the latest ideas on home, commercial and industrial lighting, home, commercial and industrial uses of electricity other than lighting relations between advertising and selling and retail merchandising. The entire programme has been so laid out as to give in a complete form essential information useful in stimulating the retail trade in electrical devices.

### Heads Michigan Newspaper League

At the annual convention of the Michigan League of Home Dailies, held in Grand Rapids last week, Frank Moses, one of the publishers of the Marshall, Mich., *Evening Chronicle*, was elected president; T. J. Ferguson, Alpena, president of the Alpena News Publishing Co., publisher of the *Evening News* and the *Argus Pioneer*, was elected vice-president, and Harry Whitley, secretary and manager of the Dowagiac, Mich., *Daily News*, was made secretary.

### Joins Dallas, Tex., "Times-Herald"

William G. Jones, for several years a member of the advertising staff of the Dallas, Texas, *Dispatch*, is now with the *Times-Herald*, of that city.

R. A. Carlton, formerly advertising manager of Julius Andrae & Sons Company, has joined the Meyer-Rotter Printing Company, Milwaukee, as service manager.

## PORTLAND Maine

### Banking Resources

\$77,335,000.

### Average per capita

\$1,116.39.

Nineteen other cities in New England with population ranging from 53,000 to 235,000 have an average per capita of \$676.40.

Portland's resources and purchasing power thus offer advertisers one of the most attractive fields. Covered thoroughly by Maine's largest Daily and Sunday circulation, The

## EVENING EXPRESS

The only afternoon daily of Portland. Has 75% larger circulation than the second paper. P. O. figures are proof.

Member A. B. C.

The Julius Mathews Special Agency  
Boston—New York—Chicago—Detroit

For New England information, data and rates, write direct to papers listed on opposite page.

Or apply to  
Julius Mathews  
Special Agency

Boston—1 Beacon St.  
New York—171 Madison Ave.  
Detroit—142 Lafayette Boulevard, West.  
Chicago—8 South Dearborn St.



# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**

*Founded 1858 by George P. Rowell*

**PRINTERS' INK PUBLISHING COMPANY**  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1345-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 934 Title Insurance Bldg., Los Angeles; 214 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

## EDITORIAL STAFF:

C. P. Russell Albert E. Haase  
Roland Cole Edward T. Tandy

Chicago: G. A. Nichols  
London: Thomas Russell

**NEW YORK, FEBRUARY 10, 1921**

## Who Was the First?

The Sphinx Club of New York will celebrate its twenty-fifth anniversary on March 8 by a dinner, the one hundred and seventy-second banquet held by the club, at the Waldorf-Astoria, at which a delegation of prominent Chicago advertising men will be the guests of honor. In arranging for the banquet, the question has arisen whether, in fact, the Sphinx Club was the first advertising club to come into existence in this country, and a search has been made of the back files of PRINTERS' INK for any allusions to early clubs that

might throw light upon the matter.

The title of the first advertising club has been claimed by the Agate Club of Chicago, but we suspect that it, in turn, was antedated by still other organizations of advertising men. In PRINTERS' INK, of August 5, 1896, we read: "For two years an organization has existed in Washington under the name of the Ad Writers' Club. It is an association strictly composed of gentlemen who devote their time and attention to the advertising business only, and are experts in their profession, either as advertising solicitors for newspapers, or advertising writers or managers for large business houses." In the same article it was stated that there were enough ad clubs then in existence (1896) to justify a movement to form a national association and hold a national convention. It will be pretty difficult at this late date to establish the exact facts as to the first ad club and probably it isn't of great importance anyhow, except in a historical account of the growth of advertising. But the early, energetic and continuous activities of the Sphinx Club, together with the fact that its meetings have been held monthly all that time, except in the summer, have won for it the title which it unquestionably deserves, as "The Dean of Advertising Clubs."

Another interesting case is the matter of auditing circulations. Who first conceived the idea of an Audit Bureau of Circulations? Popular impression gives credit to Stanley Clague and Russell R. Whitman. Yet in PRINTERS' INK of twenty-five years ago, we find a report of a speech made by Dr. R. V. Pierce before the Association of Manufacturers and Wholesale Dealers in Proprietary Articles. In this speech Dr. Pierce, who ranked as one of the largest buyers of newspaper space in those days, made a plea for a bureau which foreshadows our present A. B. C. He said in explanation of his idea:

"I believe that if a few of the large proprietors who advertise extensively would establish a kind

of secret service bureau for the special purpose of investigating circulations, many of the mediums now represented to them as of great value would, under such a system, be found to be comparatively worthless, and that it would greatly reduce the expense of advertising and make that done more profitable.

"It would not be either difficult nor specially expensive to put in practice the plan suggested. If carried forward intelligently it would have the good-will and efficient aid of the publishers of all the more deserving journals, and it would be quite possible for such a bureau to weigh with fairness the quality as well as quantity of circulation. The newspaper directories are able to deal with only the number of copies printed, while the disposition made of these is doubtless of nearly as much consequence to the advertiser in estimating the capacity of the paper to advance his interests."

This is a good example of how difficult it is to establish the priority of an idea. Many advertisers have used up large quantities of space in arguing that they were the first to have invented piano-players, soap powders or sewing machines. But, after all, what the public is most interested in is not who was the first to conceive a given idea, but who is to-day executing that idea most efficiently.

But before we leave the subject of priority it is well to read into the record that whoever may have invented ad clubs, there is no dispute whatever but that the founder and creator of the venerable Sphinx Club was F. James Gibson, still active in its counsels and one of its most popular and accomplished members.

**Artemas Ward on Space Buying** "As advertising extends in volume and scope, there will always be a growing necessity for keener judgment in buying." Thus writes Artemas Ward to PRINTERS' INK after having read the article

"Keener Judgment Needed in Buying Space," which appeared in our issue of January 20.

Mr. Ward speaks with the voice of authority, and out of an experience that extends through all the years in which advertising has had its greatest development. In his Sapolio days he enjoyed the reputation of being one of the most discriminating buyers of space that has ever graced the advertising business.

What Mr. Ward says is true. Advertising is becoming more complex all the time. While rates are now fairly well standardized and while circulation information is more easily accessible, still it is a fact that the need for acumen in buying space is greater than it was twenty-five years ago. For one thing there is vastly more to be taken into consideration in measuring a medium than there used to be. An incorrect appraisal of any of the factors involved may lead to the selection of a poorly balanced list.

Many buyers fail to size up all the factors that give value to a medium. Often they are too greatly influenced or prejudiced by some one thing. As Mr. Ward says, "Some men patronize an advertising medium because they are stunned by its immense circulation, some because of its wonderful editorials, some because of its strategical location, some because it possesses a dominant influence *somewhere*. Not a few are captured by periodicals which secure famous artists or authors of best-sellers. It takes close and careful study by a mathematical, statistical, strategical brain to take all these points of vantage and decide on a fair rate for his employer's money."

That is it exactly. Despite all of the splendid new developments that have come into the business, space buying is still the most important job in advertising. To buy intelligently requires knowledge and experience of a superior order. The efficiency of an advertising agency is to be judged not alone by its copy and merchandising plans but also by the character

of the mediums in which it clients' advertising appears. An investor's business judgment is indicated by the character of the stocks and other securities in which he puts his savings. When a prominent man dies, his strong-box is opened and his holdings are published in the newspapers; it is often a matter of surprise to see the large proportion of "cats and dogs" in which he has invested. We do not have to wait until our advertising agent dies to find out how sound his judgment is. The verdict is written day by day and month by month in the mediums in which his accounts appear. The wise selection of mediums is a somewhat intricate process, or, as Mr. Ward puts it, a process like "squaring the circle."

### **Publishing Session Laws Not "Adver- tising"**

"Advertising" serves too often as a convenient classification in the accounts of private and public businesses for expenditures which cannot otherwise be acceptably labelled. Any opportunity, no matter of what degree, to check this practice should be turned to account.

A bill to amend the county and legislative law of New York State in relation to eliminating the publication of session laws in newspapers, affords an opportunity of ridding a State government's "advertising" of an objectionable item.

The publication of these laws in newspapers as paid advertisements has never been justifiable. The more correct classification of the expense of such publishing of session laws should read: "Honest graft in return for political services."

Aside from the chance to set their faces against a practice detrimental to advertising there are other reasons that should make advertiser and publisher interested in furthering the passage of this act:

The cessation of such publishing of session laws would result in an annual saving of \$1,950,000 by New York, and in the saving of vast quantities of that item so im-

portant to advertiser and publishers—newsprint.

To the further credit of this repeal measure it should be said that it was introduced by a newspaper publisher, Charles H. Betts, of the Lyons, N. Y., *Republican*.

May good fortune attend the measure introduced by Mr. Betts and may newspaper publishers who happen to be members of legislatures in other States be guided by him in this example.

### **Leading Instead of Driving**

Circumstances have a habit of changing quickly. Men in positions of responsibility have to change to meet them, and in the change some people forget past experiences.

The sales manager who leaps at the charge of "flabbiness," from easy going methods to cracking the whip over his men is forgetting something he learned years ago. It is still far easier and more satisfactory to lead men than to drive them. Men will still work much harder *with* the boss than they will for him.

The shrewd sales executive today will avoid jumping from one extreme to the other. Desperate driving tactics make desperate men, and confident self-reliant men are far better on a modern sales force.

Developing men to meet conditions by more knowledge of their merchandise and better service to their customers will make a good sales force. If the man is made right his work will develop along the right lines. Coercion is not needed nearly so much as a return to more helpful and closer cooperation between the executive and his men in the ranks. The right kind of man building is the big requisite for better sales building.

### **Frommer in New Connection**

Samuel A. Frommer, formerly sales promotion manager of the McCaskey Register Company, Alliance, O., and more recently with the sales department of the International Money Machine Company, Reading, Pa., has become a member of the plan department of the Direct Advertising Corporation.

## 120 YEARS



ONE hundred and twenty years ago today appeared the first advertisement of what is now Crane & Co. It was a modest advertisement asking housewives to save their rags.

But out of that modest beginning grew a business that has never departed from the spirit of this first advertisement. It went right on making paper, just as good paper as it could make, and growing larger as the quality of its paper became known, until now its bond and bank note papers are so widely used that it is no exaggeration to call them the business papers of the world.

These paper mills, almost as old as the United States, have never changed hands except as the business descended from father to son. And its most cherished asset after all these years is the friendly good will of the paper trade.

*100% selected new rag stock*

*120 years' experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS

## What have you got to sell?

I have an organization and a suite of offices on Fifth Avenue, New York, that can and will be made a profitable asset to any manufacturer with a worth-while product seeking high-class representation.

Qualified to assume full direction of sales, advertising and general business administration.

Please submit full particulars and be assured the strictest confidence will be observed.

Address

**REPRESENTATION**

Box 130, Care of Printers' Ink

## Printing Executive

Young man, 32 years old, with successful record covering 15 years with 3 leading printing concerns, desires connection as office, financial or production manager.

Ability to assume general management of medium size plant.

Would consider purchase of part interest in small, growing concern.

Address "O. F.," Box 127, care of Printers' Ink.

## Montgomery Ward Writes Off Loss of \$7,855,278

Montgomery Ward & Company, Chicago mail-order house, closed 1920 with a loss of \$7,855,278, according to its annual report which just has been made public. Of this loss \$5,174,434 was written off on inventories and \$2,680,844 on sales.

During the year \$444,501 was paid in federal taxes and \$1,612,380 in dividends. These figures added to the loss resulted in a deficit for the year of \$9,913,159. This was deducted from the surplus, reducing that fund to \$2,429,772 as against \$12,342,932 a year ago. Net sales for 1920 were larger at that, being \$101,745,270 as against \$99,336,053 for 1919.

"The last year was the most difficult the company has experienced," Silas H. Strawn, chairman of the board, says in his report. "Immediately upon realizing the turn in the tide had come, we proceeded to reduce our prices. These price reductions caused heavy losses on sales during the last four months. Our inventories have been carefully analyzed and all merchandise valued at replacement or cost, which ever was lower. We have taken our losses and are now doing business on the readjusted basis of values. Our commitments for merchandise are smaller than they have been at any time for the last five years."

## Indianapolis Agency Starts New Campaign

A newspaper campaign on "White Line" products has started in Indiana and will be extended throughout the Middle West. The advertising features White Line Washing Powder, Wash Day Wonder Laundry Tablets, and Cristell, a water softener. The campaign is being handled by the Sidener-Van Riper Advertising Company, Indianapolis.

## C. E. Duffie Returns to Smith & Co.

C. E. Duffie has returned to M. E. Smith & Co., Inc., Omaha, Neb., and will be associated with the concern as advertising counsel. He retains his interest in the Corey & McKenzie Printing Company and continues as stockholder and member of the board of directors.

## AN Active MAN

can secure substantial interest in a recognized and growing New York advertising agency that needs additional capital and services for expansion. Only copy man or producer will be considered. Address "C. T.," Box 131, Printers' Ink.

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*Announcing*  
**Grandin-Dorrance-Sullivan**  
INCORPORATED  
**General Advertising**  
**Merchandising-Sales Counsel**

EXECUTIVE OFFICERS

FRANK C. GRANDIN

Formerly Advertising Director Postum Cereal Company; General Manager, "There's a Reason" Company; President, Liberty Advertising Agency

STURGES DORRANCE

Formerly Vice-President and Director, Thos. F. Logan, Inc.; Advertising Staff, *Collier's* and *McClure* Publications

GEORGE L. SULLIVAN

Formerly Advertising Director, Fisk Rubber Company; Supervisor of Branches, American Locomotive Company (Automotive Division)

ASSOCIATE EXECUTIVES

JOHN J. FLOHERTY

Formerly Director Advertising and Sales Promotion, J. A. Migel, Inc., Silks; Vice-President, Tracy-Parry Company; Manager Dealer Sales Promotion Department, *Dry Goods Economist*

ROI B. WOOLLEY

Formerly Director Publicity, Society for Electrical Development, Inc.; Sales and Advertising Manager, Standard Electric Stove Company

E. C. GRIFFITH

Formerly Advertising Manager, *Chicago Daily News*

LAWRENCE J. DELANEY

Formerly Eastern Manager, Audit Bureau of Circulations

EUGENE DE LOPATECKI

Formerly Art Director, Thos. F. Logan, Inc.; Assistant Art Director, J. Walter Thompson Company

EDWARD SPRINGSTEAD

Formerly Auditor and Assistant Treasurer, Thos. F. Logan, Inc.

*Temporary Offices*

151 FIFTH AVENUE

NEW YORK

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## Advertisers in Extension Magazine Reap This Rich Harvest

Responsiveness — that is what counts — not merely large circulation. Ability to buy and willingness to buy make advertising profitable. You get all these things in Extension Magazine.

### Own Their Homes

A sworn statement of certified public accountants shows that over 61.2 per cent of our readers own their own homes. They gained this information through a questionnaire which was sent to our readers. Is this the type of customers you want? Home Owners! Responsible people and intelligent buyers.

### Heads of Households

Married men have more than one mouth to feed. It is the buyer for a whole family whom you reach when you advertise in Extension Magazine. The questionnaire we sent out shows that 62 per cent of our subscribers are married, and are therefore purchasers of food and all other things that families use.

### 77 8/10 Per Cent Buy Advertised Goods

*Here is the real test. Do the readers of the magazine which carries your ad really buy the goods they see advertised? We asked this question point blank of our readers and 77 8-10 per cent of them replied that they actually bought the goods they saw advertised. Doesn't this prove that if you do not advertise you are missing this large volume of trade?*

### Average Readers Per Copy 7

Here's another significant fact the answers to our questionnaire revealed: 7 people in the average Extension subscriber's home. Compare this with the usual average of 5 to a family, and you have a clear advantage of 40 per cent in the consumption of your produce by Extension readers over average readers.

### Average Income \$2,615.88

The ability to provide for a large family in a liberal way is revealed by the showing of the average Extension Magazine reader's income, which the questionnaire showed to be \$2,615.88, as against the average American family's income of \$1,500. This thousand-dollar surplus has a big meaning for advertisers.

## Only One Way To Reach This Field Use EXTENSION MAGAZINE

180 North Wabash Ave., Chicago

Lee & Williamson, Eastern Representatives, 381 Fourth Ave., New York



## FEBRUARY MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own  
advertising)

#### Standard Size

|                         | Pages | Lines  |
|-------------------------|-------|--------|
| Reviews of Reviews..... | 116   | 26,110 |
| World's Work .....      | 99    | 22,367 |
| Atlantic Monthly .....  | 75    | 16,942 |
| Scribner's .....        | 73    | 16,459 |
| Harper's Magazine ..... | 69    | 15,467 |
| Century .....           | 52    | 11,812 |
| Success .....           | 42    | 9,574  |
| Current Opinion .....   | 29    | 6,681  |
| St. Nicholas .....      | 25    | 5,740  |
| Munsey's .....          | 20    | 4,480  |
| Wide World .....        | 19    | 4,312  |
| Bookman .....           | 9     | 1,987  |

#### Flat Size

|                           | Columns | Lines  |
|---------------------------|---------|--------|
| American Magazine .....   | 225     | 32,256 |
| Physical Culture .....    | 178     | 25,591 |
| Red Book .....            | 169     | 24,301 |
| Cosmopolitan .....        | 144     | 20,711 |
| Photoplay .....           | 118     | 16,911 |
| Sunset .....              | 112     | 16,107 |
| Metropolitan .....        | 81      | 13,819 |
| McClure's .....           | 75      | 12,905 |
| Motion Picture Magazine.. | 89      | 12,757 |
| Asia .....                | 82      | 11,378 |
| Hearst's .....            | 63      | 10,787 |
| American Boy .....        | 49      | 9,753  |
| Boys' Life .....          | 51      | 8,834  |
| Everybody's .....         | 44      | 6,364  |
| Boys' Magazine .....      | 27      | 4,483  |

### WOMEN'S MAGAZINES

|                          | Columns | Lines  |
|--------------------------|---------|--------|
| Ladies' Home Journal.... | 410     | 69,797 |
| Vogue (2 issues).....    | 420     | 66,432 |
| Woman's Home Companion   | 232     | 46,400 |
| Pictorial Review .....   | 217     | 43,590 |
| Good Housekeeping .....  | 291     | 41,691 |
| Delineator .....         | 194     | 33,095 |
| Harper's Bazar .....     | 195     | 32,813 |
| McCall's .....           | 147     | 29,405 |
| Designer .....           | 158     | 26,911 |
| Modern Priscilla .....   | 122     | 20,774 |
| People's Home Journal..  | 119     | 20,230 |
| Woman's World .....      | 108     | 18,478 |
| Fashion Art .....        | 103     | 17,450 |
| Holland's .....          | 88      | 16,734 |
| Needlecraft .....        | 84      | 14,282 |
| People's Popular Monthly | 73      | 14,026 |
| Mothers' Magazine .....  | 82      | 13,940 |
| Fashionable Dress .....  | 61      | 10,269 |
| Today's Housewife.....   | 29      | 5,957  |
| Green Book .....         | 38      | 5,455  |

## Advertisers— Agencies— Publishers—

### Get these Reports!

Here is the most important advertising data compiled in the past year. No advertiser, agency or publisher should be without it.

These reports show—

1. How much advertising was carried by each of the leading general, class, farm and automotive publications during 1920.
2. How much of this advertising was used by each of the various industries such as automobiles, accessories, underwear, hosiery, household equipment, furniture, etc.
3. How much space each individual advertiser used in the mediums, issue by issue, during 1920.

These reports are absolutely accurate and authentic. They have been used regularly by many of the largest advertising and publishing organizations in the world in planning their advertising and sales campaigns.

You can obtain separate reports covering only certain classes of publications or advertisers. For comparison we also have similar reports covering the past eight years.

Let us know what field you are especially interested in, and let us send you complete details and specimen report. The cost is surprisingly low because of our great facilities and large number of clients.

## The Advertising Record Company

Formerly Washington Press

"Kuderling Advertising Reports"

179 W. Washington Street  
Chicago



## A Year of Achievement!

In 1920—the largest year in Circulation, in Classified Advertising, in National Display, in Local Display—for The

# NEW HAVEN REGISTER

*Largest  
Circulation  
in  
Connecticut's  
Largest City!*

"Register" carried 4,900,903 lines  
MORE Total Advertising—

1,210,442 lines MORE Classified  
Advertising—

1,370,090 lines MORE National  
Advertising—

than the next paper.

**Thus, The "Register"  
Literally LEADS  
by Millions!**

## New Haven Register

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

### MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

|                               | Columns | Lines  |
|-------------------------------|---------|--------|
| System .....                  | 297     | 42,519 |
| Motor .....                   | 251     | 42,168 |
| Popular Mechanics (Pg.) ..... | 182     | 40,810 |
| Motor Life .....              | 217     | 34,365 |
| Country Life .....            | 194     | 32,659 |
| House & Garden .....          | 204     | 32,355 |
| Vanity Fair .....             | 168     | 26,505 |
| Arts & Decoration .....       | 149     | 25,115 |
| Science & Invention .....     | 140     | 20,615 |
| Normal Instructor .....       | 117     | 20,012 |
| Popular Science Monthly. .... | 124     | 18,853 |
| House Beautiful .....         | 111     | 17,222 |
| Theatre .....                 | 78      | 12,446 |
| Field & Stream .....          | 82      | 11,806 |
| National Sportsman .....      | 71      | 10,396 |
| Illustrated World (Pg.) ..    | 44      | 9,977  |
| Outers' Recreation .....      | 63      | 9,107  |
| Outdoor Life .....            | 58      | 8,297  |
| Rotarian .....                | 56      | 8,237  |
| Extension Magazine ....       | 44      | 7,694  |
| Association Men .....         | 53      | 7,420  |
| Forest & Stream .....         | 40      | 5,791  |
| Internat'l Studio (Jan.) ..   | 31      | 4,354  |
| Outing .....                  | 23      | 3,373  |

### VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

|                             | Columns | Lines  |
|-----------------------------|---------|--------|
| McLean's (2 Jan.) .....     | 168     | 29,414 |
| Canadian Home Journal. .... | 109     | 21,958 |
| Western Home Mo. (Jan.) ..  | 82      | 14,793 |
| Everywoman's World ....     | 71      | 14,257 |
| Canadian Mag. (Pg.) .....   | 52      | 11,648 |
| La Canadienne .....         | 42      | 8,593  |

### VOLUME OF ADVERTISING IN JANUARY WEEKIES

January 1-7

|                             | Columns | Lines  |
|-----------------------------|---------|--------|
| Saturday Evening Post. .... | 302     | 51,506 |
| Literary Digest .....       | 108     | 16,459 |
| Town & Country .....        | 94      | 15,833 |
| Collier's .....             | 87      | 14,850 |
| Life .....                  | 48      | 6,875  |
| Outlook .....               | 31      | 4,626  |
| Leslie's .....              | 23      | 4,010  |
| Argosy-All-Story (Pg.) ..   | 16      | 3,640  |
| Christian Herald .....      | 17      | 3,050  |
| American Legion .....       | 20      | 2,924  |
| Scientific American ....    | 16      | 2,885  |
| Youth's Companion ....      | 14      | 2,532  |
| Independent .....           | 16      | 2,418  |
| Judge .....                 | 13      | 1,901  |
| Nation .....                | 12      | 1,822  |
| Churchman .....             | 10      | 1,474  |

## JANUARY MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

## Flat Size

|                           | Columns    | Lines         |
|---------------------------|------------|---------------|
| American Magazine.....    | 185        | 26,588        |
| <b>PHYSICAL CULTURE..</b> | <b>161</b> | <b>23,026</b> |
| Red Book.....             | 147        | 21,052        |
| Cosmopolitan .....        | 121        | 17,385        |
| Photoplay .....           | 98         | 14,115        |
| American Boy.....         | 60         | 12,140        |
| Metropolitan .....        | 70         | 12,028        |
| Motion Picture Magazine.  | 82         | 11,860        |
| Sunset .....              | 82         | 11,780        |
| Hearst's .....            | 66         | 11,256        |
| McClure's .....           | 58         | 10,003        |
| Boys' Life.....           | 42         | 7,155         |
| Everybody's .....         | 41         | 5,991         |
| Boys' Magazine.....       | 27         | 4,590         |

When **PHYSICAL CULTURE** first secured representation in Printers' Ink Summary, it occupied a place at the very bottom of the list in the amount of lineage published.

Steadily, year by year, it has worked its way toward the top, passing one by one its many competitors for lineage.

In the January, 1921, summary (reproduced above) it gained second place, in the Flat Size list, headed only by the American Magazine, and led all magazines in the standard-size list.

Only one more step to the top of the ladder.

Maybe we'll make it in February.

Watch our step!!

# PHYSICAL CULTURE

*"The Magazine That Makes Good on Keyed Advertising"*

119 West Fortieth Street

New York City

**O. J. ELDER**, Business Manager

**L. Arthur Yurman**, Assistant Advertising Manager

*Western Representative*

**CHARLES H. SHATTUCK**

770 Peoples Gas Bldg., Chicago, Ill.

*New England Representative*

**METZ B. HAYES**

Little Building, Boston, Mass.

## January 8-14

|                        | Columns | Lines  |                           | Columns | Lines   |
|------------------------|---------|--------|---------------------------|---------|---------|
| Saturday Evening Post. | 363     | 61,849 | Christian Herald          | 15      | 2,550   |
| Literary Digest        | 179     | 27,261 | Argosy-All-Story (Pg.)    | 9       | 2,072   |
| Town & Country         | 91      | 15,399 | Independent               | 12      | 1,814   |
| Forbes                 | 51      | 8,794  | Churchman                 | 10      | 1,434   |
| Collier's              | 39      | 6,722  | Judge                     | 8       | 1,124   |
| Outlook                | 33      | 4,902  |                           |         |         |
| Leslie's               | 23      | 3,978  | <b>Totals for January</b> |         |         |
| Life                   | 28      | 3,964  | Saturday Evening Post.    | 1,568   | 266,672 |
| Christian Herald       | 21      | 3,630  | Literary Digest           | 620     | 94,281  |
| Scientific American    | 19      | 3,282  | Town & Country            | 259     | 43,559  |
| Argosy-All-Story (Pg.) | 13      | 2,912  | Collier's                 | 206     | 35,155  |
| American Legion        | 17      | 2,505  | Leslie's                  | 125     | 21,322  |
| Nation                 | 15      | 2,235  | Forbes                    | 109     | 18,545  |
| Independent            | 13      | 1,878  | Life                      | 122     | 18,190  |
| Youth's Companion      | 10      | 1,815  | Outlook                   | 122     | 18,017  |
| Judge                  | 12      | 1,778  | Christian Herald          | 95      | 16,298  |
| Churchman              | 6       | 950    | Scientific American       | 95      | 16,238  |

## January 15-21

|                        |     |        |                   |    |       |
|------------------------|-----|--------|-------------------|----|-------|
| Saturday Evening Post. | 315 | 53,710 | Nation            | 57 | 8,042 |
| Literary Digest        | 122 | 18,553 | Youth's Companion | 44 | 7,548 |
| Town & Country         | 73  | 12,327 | Churchman         | 53 | 7,432 |
| Collier's              | 36  | 6,244  | Judge             | 50 | 7,051 |
| Leslie's               | 32  | 5,716  |                   |    |       |
| Life                   | 30  | 4,299  |                   |    |       |
| Christian Herald       | 23  | 4,022  |                   |    |       |
| Scientific American    | 22  | 3,815  |                   |    |       |
| Outlook                | 24  | 3,579  |                   |    |       |
| Argosy-All-Story (Pg.) | 14  | 3,136  |                   |    |       |
| Independent            | 17  | 2,498  |                   |    |       |
| American Legion        | 16  | 2,413  |                   |    |       |
| Nation                 | 16  | 2,268  |                   |    |       |
| Churchman              | 14  | 2,087  |                   |    |       |
| Youth's Companion      | 9   | 1,637  |                   |    |       |
| Judge                  | 7   | 1,056  |                   |    |       |

## January 22-28

|                        |     |        |                           |     |        |
|------------------------|-----|--------|---------------------------|-----|--------|
| Saturday Evening Post. | 314 | 53,534 | 10. Harper's Bazar        | 195 | 32,813 |
| Literary Digest        | 94  | 14,314 | 11. Country Life          | 194 | 32,659 |
| Forbes                 | 58  | 9,751  | 12. House & Garden        | 204 | 32,355 |
| Outlook                | 32  | 4,741  | 13. American Magazine     | 225 | 32,256 |
| Collier's              | 24  | 4,211  | 14. McCall's              | 147 | 29,405 |
| Scientific American    | 19  | 3,322  | 15. Designer              | 158 | 26,911 |
| Leslie's               | 18  | 3,207  | 16. Vanity Fair           | 168 | 26,505 |
| Life                   | 21  | 3,052  | 17. Rev. of Reviews (Pg.) | 116 | 26,110 |
| Christian Herald       | 17  | 3,046  | 18. Physical Culture      | 178 | 25,591 |
| Argosy-All-Story (Pg.) | 9   | 2,132  | 19. Arts & Decoration     | 149 | 25,115 |
| Independent            | 14  | 2,120  | 20. Red Book              | 169 | 24,301 |
| American Legion        | 12  | 1,766  | 21. World's Work (Pg.)    | 99  | 22,367 |
| Nation                 | 12  | 1,717  | 22. Canadian Home J'n'l.  | 109 | 21,827 |
| Youth's Companion      | 16  | 1,564  | 23. Modern Priscilla      | 122 | 20,774 |
| Churchman              | 10  | 1,496  | 24. Cosmopolitan          | 144 | 20,711 |
| Judge                  | 8   | 1,189  | 25. Science & Invention   | 140 | 20,615 |

## January 29-31

|                        |     |        |
|------------------------|-----|--------|
| Saturday Evening Post. | 271 | 46,073 |
| Literary Digest        | 116 | 17,694 |
| Leslie's               | 25  | 4,411  |
| Collier's              | 18  | 3,128  |
| Scientific American    | 17  | 2,934  |

## P. J. Walsh Joins "North American" Staff

P. J. Walsh, formerly with Bonwit Teller & Company, Philadelphia, has joined the advertising staff of the Philadelphia *North American*.

**W**HEN any large building, or other great work, is successfully completed, a celebration is held in honor of the occasion. Long before this event, however, another ceremony has been staged. This was the laying of the cornerstone.

**T**HE cornerstone of your business reputation and success is the opinion which the buying public holds of your name and product. Have you properly laid—are you properly laying—this important cornerstone of your business structure?

**O**NE safe and certain way to do this is to make yourself known today to the boys and young men of the country. *They are the men of tomorrow*, the ones who will look upon the completion of your business-building.

**P**RACTICALLY all readers of **BOYS' LIFE** are young men and boys,—tomorrow's citizens in the making. *Introduce yourself to them now*, and the pride of acquaintance and friendship will strengthen throughout the years to come.

## **BOYS' LIFE**



**THE BOY SCOUTS' MAGAZINE**

*The Quality Magazine for Boys*

BOY SCOUTS OF AMERICA, Publisher

Member A. B. C.

200 Fifth Ave., New York    203 So. Dearborn St., Chicago, Ill.

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

## GENERAL MAGAZINES

|                               | 1921    | 1920    | 1919    | 1918   | Total   |
|-------------------------------|---------|---------|---------|--------|---------|
| American .....                | 32,256  | 56,914  | 28,648  | 23,595 | 141,413 |
| Red Book .....                | 24,301  | 38,491  | 26,044  | 19,564 | 108,400 |
| Review of Reviews .....       | 26,110  | 31,808  | 22,268  | 15,246 | 95,432  |
| Physical Culture .....        | *25,591 | *34,034 | *17,918 | 15,827 | 93,370  |
| World's Work .....            | 22,367  | 31,723  | 20,608  | 16,584 | 91,282  |
| McClure's .....               | 12,905  | 26,336  | 16,023  | 14,676 | 69,940  |
| Metropolitan .....            | 13,819  | 21,629  | 14,843  | 16,951 | 67,242  |
| Harper's Magazine .....       | 15,467  | 21,978  | 15,512  | 13,386 | 66,343  |
| Scribner's .....              | 16,459  | 24,668  | 12,028  | 12,075 | 65,230  |
| Sunset .....                  | 16,107  | 26,782  | 9,975   | 11,723 | 64,587  |
| Photoplay .....               | 16,911  | 20,687  | 13,417  | 8,782  | 59,797  |
| Cosmopolitan .....            | 20,711  | †       | 19,705  | 18,905 | †59,321 |
| Atlantic Monthly .....        | 16,942  | †21,584 | 10,335  | 8,053  | 56,914  |
| Motion Picture Magazine ..... | *12,757 | *22,487 | *12,631 | 7,313  | 55,188  |
| Everybody's .....             | 6,364   | 15,330  | 8,556   | 19,692 | 49,942  |
| Century .....                 | 11,812  | 17,472  | 10,598  | 9,290  | 49,172  |
| American Boy .....            | 9,753   | 15,393  | 12,000  | 7,700  | 44,846  |
| Hearst's .....                | 10,787  | †       | 11,399  | 17,583 | †39,769 |
| Boys' Life .....              | 8,834   | 16,122  | 7,454   | 6,912  | 39,322  |
| Boys' Magazine .....          | 4,483   | 7,435   | 5,010   | 5,351  | 22,279  |
| St. Nicholas .....            | 5,740   | 5,748   | 4,828   | 5,160  | 21,476  |
| Current Opinion .....         | *6,681  | *3,664  | 3,841   | 7,019  | 21,205  |
| Munsey's .....                | 4,480   | 8,091   | 4,032   | 3,784  | 20,387  |

\*New size. †3-year total. ‡February issue omitted.

## WOMEN'S MAGAZINES

|                             | 1921    | 1920    | 1919    | 1918   | Total   |
|-----------------------------|---------|---------|---------|--------|---------|
| Vogue (2 issues) .....      | 66,432  | 106,440 | 67,776  | 62,266 | 302,914 |
| Ladies' Home Journal .....  | *69,797 | 104,080 | 55,563  | 46,468 | 275,908 |
| Pictorial Review .....      | 43,590  | †85,523 | 35,782  | 25,800 | 190,697 |
| Woman's Home Companion ..   | 46,400  | 61,800  | 36,200  | 27,960 | 172,360 |
| Good Housekeeping .....     | 41,691  | †59,755 | 26,432  | 27,217 | 155,095 |
| Harper's Bazar .....        | 32,813  | 54,248  | 27,367  | 29,861 | 144,289 |
| Delineator .....            | *33,095 | 51,568  | 27,972  | 23,628 | 136,263 |
| §Designer & Woman's Mag..   | 26,911  | 40,280  | 23,447  | 19,555 | 110,193 |
| McCall's Magazine .....     | *29,405 | *30,665 | *23,800 | 11,826 | 95,696  |
| People's Home Journal ..... | 20,230  | 27,952  | 14,800  | 13,941 | 76,923  |
| Modern Priscilla .....      | 20,774  | 26,712  | 13,272  | 9,985  | 70,743  |
| §Mother's Mag. & Home Life. | 13,940  | 12,200  | 10,150  | 10,212 | 46,502  |
| Needlecraft .....           | *14,282 | 14,553  | 9,426   | 6,059  | 44,320  |

\*New size. †Dec., Jan. and Feb. combined. ‡Jan. and Feb. combined. §These two magazines now combined.

## CLASS MAGAZINES

|                               | 1921    | 1920    | 1919    | 1918   | Total   |
|-------------------------------|---------|---------|---------|--------|---------|
| System .....                  | 42,519  | 58,892  | 48,829  | 43,740 | 193,980 |
| Popular Mechanics .....       | 40,810  | 50,016  | 34,660  | 29,728 | 155,214 |
| House & Garden .....          | 32,355  | 38,277  | 17,881  | 24,291 | 112,804 |
| Vanity Fair .....             | 26,505  | 35,708  | 23,832  | 26,664 | 112,709 |
| Country Life .....            | 32,659  | 41,800  | 25,032  | 23,187 | 122,678 |
| Popular Science Monthly ..... | *18,853 | *34,266 | *16,405 | 20,863 | 90,387  |
| House Beautiful .....         | 17,222  | 18,007  | 8,502   | 11,087 | 54,818  |
| Theatre .....                 | *12,446 | 18,144  | 8,312   | 7,838  | 46,740  |
| Field & Stream .....          | 11,806  | 9,363   | 7,081   | 8,150  | 36,400  |
| National Sportsman .....      | 10,396  | 8,909   | 7,953   | 7,603  | 34,861  |
| Outing .....                  | 3,373   | 5,420   | 4,574   | 5,730  | 19,097  |

\*New size.

## WEEKLIES (5 JANUARY ISSUES)

|                             | 1921    | 1920     | 1919     | 1918     | Total   |
|-----------------------------|---------|----------|----------|----------|---------|
| Saturday Evening Post ..... | 266,672 | 360,608  | *169,850 | *141,931 | 939,061 |
| Literary Digest .....       | 94,281  | 166,315  | *85,402  | *61,228  | 407,226 |
| Collier's .....             | †35,155 | †108,549 | †56,959  | *65,817  | 266,480 |
| Town & Country .....        | †43,559 | †55,849  | †41,505  | †40,732  | 181,645 |
| Leslie's .....              | 21,322  | †33,919  | *33,449  | *34,144  | 122,834 |
| Scientific American .....   | †16,238 | †32,311  | †22,578  | *28,635  | 99,762  |
| Christian Herald .....      | 16,298  | 33,472   | 21,957   | 20,907   | 92,634  |
| Outlook .....               | *18,017 | *25,145  | 22,266   | 22,859   | 88,287  |
| Life .....                  | *18,190 | 25,816   | 15,264   | 18,226   | 77,496  |

†3 issues. \*4 issues. ‡New page size.

**GRAND TOTALS** .....1,579,673 2,304,940 1,351,951 1,243,309 6,479,873

# Printers' Ink Weekly Circulation Report

|  | CURRENT<br>WEEK | SIX MONTHS<br>AGO | ONE YEAR<br>AGO |
|--|-----------------|-------------------|-----------------|
| Date of Issue <u>January 27, 1921.</u>         |                 |                   |                 |
| Edition Ordered                                | 19,000          | 17,700            | 17,500          |
| Actual Run                                     | 19,061          | 17,700            | 17,500          |
| New Subscriptions Received                     | 163             |                   |                 |
| (a) 6 mos.                                     | 3               |                   |                 |
| (b) 1 yr.                                      | 160             |                   |                 |
| (c) 3 yrs.                                     | —               |                   |                 |
| Renewal Subscriptions Received                 | 438             |                   |                 |
| (Prior to expiration 387 after expiration 51 ) |                 |                   |                 |
| (a) 6 mos.                                     | 6               |                   |                 |
| (b) 1 yr.                                      | 432             |                   |                 |
| (c) 3 yrs.                                     | —               |                   |                 |
| Net Paid Gain                                  | 11              |                   |                 |
| Net Paid Loss                                  | —               |                   |                 |
| Total Paid-in-Advance Subscriptions            | x 15,359        | 14,643            | 14,643          |
| Newstands Sales                                | 2,544           | 2,055             | 1,971           |
| (a) American News (net sales)                  | 2,105           | 1,827             | 1,625           |
| (b) Direct Out of Town (net sales)             | 439             | 228               | 276             |
| Voucher Copies Mailed to Advertisers           | 431             | 137               | 247             |
| Uncut Copies for Bound Volumes                 | 175             | 175               | 175             |
| Complimentary                                  | —               |                   |                 |
| Samples  | 6               |                   |                 |
| (a) Requested                                  | 6               |                   |                 |
| (b) Unrequested                                | —               |                   |                 |
| Office Sales—Current                           | 96              |                   |                 |
| Changes of Address                             | —               |                   |                 |
| Duplicate Copies                               | 3               |                   |                 |
| Back Numbers on Subscriptions                  | —               |                   |                 |
| Service  | 63              |                   |                 |
| Miscellaneous Office Use                       | 87              |                   |                 |
| Total Number of Copies Printed Since January 1 | 75,461          |                   |                 |
| Average Edition from January 1 to Date         | 16,866          | 17,902            | 17,370          |

x

High Water Mark.

Signed



CIRCULATION MANAGER

# The Little Schoolmaster's Classroom

WHY is a "sale"? If we believe what we are told in some of the reduced-price advertisements now so popular, we must conclude that it is always something held strictly for the benefit of the public. It originates from the affection which the store proprietor has for his customers. It is caused by his impatient desire to let the people in on a good thing. It is a kind of benevolent conspiracy on the part of a great manufacturer who has made a "concession" and a merchant who wishes to do a kindly act.

But along comes the Albert S. Samuels Co., jeweler of San Francisco, which spills the beans. It advertises a "sale of 'undesirable' jewelry at one-half price." It describes it as a sale of "goods upon which we are 'struck'"! Worse and worse, it goes on to say that "it is a sale in which we hope to get rid of jewelry which has been slow in selling"! Not content with that, it introduces a five-column advertisement in the following shameless fashion:

This is not a sale to raise money, for we don't particularly need it. It is not a removal sale, nor a lease expiring sale, nor a fire sale, nor a stock-reducing sale. Prices are not cut and slashed, for most of our stock is not included. It is not a sale because we are overstocked, nor because business is poor or because of any of the reasons often assigned. It is just frankly a sale of slow-selling jewelry that we prefer to convert into money. The element of cost doesn't enter into it. Nearly every article listed is below our cost. If the goods do not sell we don't want them. Buyers aren't clairvoyant and ours have done pretty well, considering this is all we have to sacrifice after a year in which several hundred thousand dollars' worth of jewelry was sold. Any store is bound to choose the wrong things sometimes. So if there's anything in the list you want, come and get it, knowing that you are buying it mighty cheap.

What ought to be done to a merchant who thus violates all the traditions? What penalty is severe enough for a firm which thus tells the whole truth?

But we don't believe the Samuels Co. will be at all hurt by this policy. We believe that the sheer novelty and sincerity of the copy will make a lot of valuable friends. We believe that boldly labeling certain goods as "undesirable" is based on a keen knowledge of human nature. It is calculated to bring into the store the kind of people who don't favor "popular" styles, who like something distinctive and different, and who are willing to pay a good price for something that everybody else hasn't got. We believe that the following paragraph is peculiarly fetching:

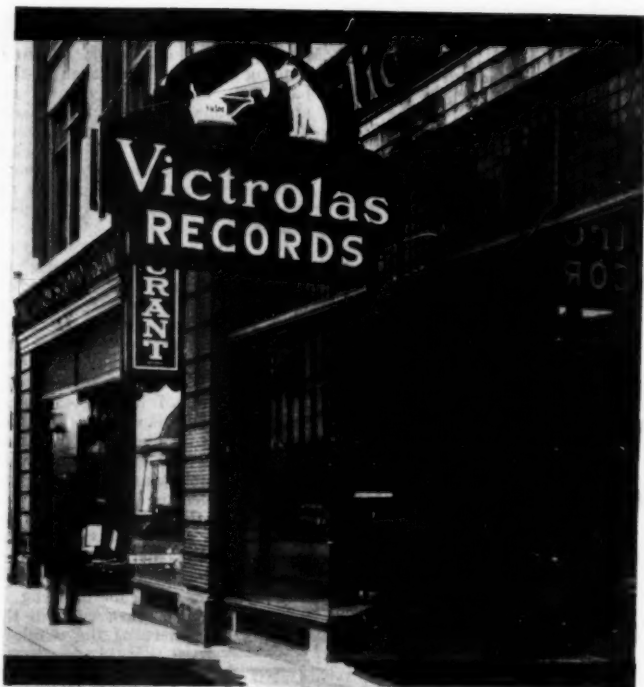
UNDESIRABLE WATCHES AT 1/2 PRICE  
Here are a few, very few, bad numbers in watches that we want to get rid of. Some of them are excellent in quality, but unpopular in style. Look them over, for at half price they are bargains.

The Schoolmaster has a theory that people are much more intelligent than they are given credit for being. There has been a considerable advance in knowledge and education in the last few years. "Bunk" will get by once, but when repeated over and over it becomes patent and even glaring. The plain truth is refreshing by contrast. Moreover, the truth often has a surprising amount of pulling power.

\* \* \*

How often a window display would be perfect but for lack of attention to some apparently insignificant detail, like failure to place a price ticket close enough to the article it refers to, so the observer cannot tell whether it belongs to one article or another; or in making the figures large enough to be easily read from the street.

Frequently an effective window display depends for its effectiveness upon descriptive wording, or price marks, or other information. Too many window dressers fail to remember that a great deal more than half of



## The Victor Dog in Oplex Glass

**T**HIS is a good example of how a nationally known trademark can be "tied" to the dealer's door by an Oplex Electric Sign. The Victor dog in raised Oplex glass brings back all the Victor advertising you have seen right at the time you are there to buy.

Flexlume Oplex Electric Signs are day signs as well as night signs—raised, snow-white, glass letters on a dark background. They have greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing how your trademark can be reproduced in an Oplex Electric Sign*

**THE FLEXLUME SIGN CO.** **ELECTRICAL ADVERTISING**

32 Kail Street, Buffalo, N.Y.

Pacific Coast Distributors  
Electrical Products Corp.  
Los Angeles, Cal.

Canadian Factory  
The Flexlume Sign Co., Ltd.  
Toronto, Ont.



## Our Service

*does not stop with the production of direct advertising literature. It goes into the clients' merchandising problems.*

**GEORGE SETON THOMPSON CO.**  
608 So. Dearborn St., Chicago

ASHLAND  7652

## BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG-175 FIFTH AVE  
PLANT - PARTOLA BLDG-100 WEST 21ST

## WILL BUY Advertising Agency

With or Without "Recognition"  
J. A. D., 41 Park Row, N. Y., Suite 104  
Telephone Cort 4443

## Mats

33 1/3% Off List

Day and night service. Orders filled in 6 hours. Quality unsurpassed, guaranteed, or money back. Prices gladly for the asking. Guaranteed Matrix Co., 308 Walnut St., Cincinnati, Ohio.

## Are You Selling in New England?

If you have a good specialty sold in drug, department, food or dry goods stores

### WILL BUY OUTRIGHT

acting as factory sales agent and distributor.

HOFFMAN, Box 19, Providence, R. I.



## CAPITOL TRADE MARK and COPYRIGHT BUREAU PROTECTS

your trade-marks and labels by registration and copyright in the U. S. or abroad. A highly trained corps of specialists.

Representation All Over the World

479 E. Water St., Milwaukee, Wis.

average humanity suffers from defective eyesight and experiences difficulty in readily deciphering reading matter when placed at the back of a window or at an angle. Sometimes the big, easily distinguishable objects are placed in the foreground, while articles of smaller bulk or more delicate texture are located at the point of greatest distance from the beholder.

Not long ago the Schoolmaster saw an excellent window display that most effectually avoided criticism on the point referred to and at the same time attracted additional attention to itself by reason of the unique method employed to throw a relatively unimportant detail into prominence.

It was the display of a house refrigerator. The window was empty save for the article displayed, which was of large size and occupied a position in the centre of the space well up to the front. A feature of the display was the method of lowering the temperature of the cooling chamber and maintaining it at a low temperature even in the warm atmosphere of the window.

## TWO MEN

One Sales and one Production Executive, who have worked together for the past seven years in the production and sale of mechanical and electrical products, are desirous of making a connection where co-ordinated effort, executive ability and energy are needed. If you can use this *unusual* combination at a minimum salary consideration of \$6,000.00 per man, you will assure yourself of a *money-making sales*—and a *money-saving manufacturing organization*.

Address "D. W.," Box 123, P. I.

## MARYSVILLE CALIFORNIA

—"The biggest little city on the Coast."  
Population 5,461. 140 miles north of San Francisco and 50 miles north of Sacramento (the Capital). Covered by The APPEAL—the morning paper of largest circulation north of Sacramento.

## AMERICAN INTERNATIONAL PUBLISHERS

INCORPORATED

Announce the appointment of MR. HERBERT D. ALLEN, former Advertising Manager of "Power Farming," as Advertising Manager of THE FIELD ILLUSTRATED & SYSTEM ON THE FARM.

And the appointment of MR. FREDERICK R. JONES, formerly Manager of the Chicago office of its Latin-American publications, as Advertising Manager of EL CAMPO INTERNACIONAL (in Spanish) and O CAMPO Internacional (in Portuguese).

2 West 45th Street,  
New York.

112 South Michigan Ave.,  
Chicago.

**LIVE  
BUYS**

### 3 DIRECTORIES OF RETAILERS

*The Only Up-to-Date Lists Obtainable*

50,000 General Stores  
30,000 Men's and Boys' Clothiers and Furnishers  
31,000 Dry Goods and Department Stores

(Only responsible merchants listed)

Published by

128 W. 30th St.

BEN WIENER CO.

New York City

**Merchants Journal**

JOURNAL OF DRY GOODS

JOURNAL OF FUR

Covers the  
**KANSAS CITY**

Trade Territory  
Weekly, \$2.00 year

DRY GOODS, CLOTHING, SHOES and kindred lines are being profitably advertised in its pages. Reaches medium and small town general stores that sell everything.

Member A. B. C. Circulation 4,000 Publication Office: Topeka, Kansas

## CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

**YOUNG ADVERTISING-SALES****EXECUTIVE****10 Years' Agency and Sales Experience**

—seeks salaried position with reputable Agency, Advertiser, Publisher, Association or Society, as Account Executive, Sales Promotion Manager, Extension Supt., or as general Advertising and Sales Manager. N. Y. Headquarters and small organization preferred. Has had direct charge all departments but is essentially a sales and business executive. Can plan, direct, develop and sell substantial business. Address giving details, "R. M.," Box 128, care P. I.

Los Angeles — The largest city in the West

**IN LOS ANGELES**

IT IS THE

**EVENING HERALD**

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

**134,686**

*The Giant of the West*

**REPRESENTATIVES**

New York: Chicago:  
Lester J. Clarke, G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

**POSTAGE****BUSINESS  
MAGAZINE**

Letters, Circulars, Booklets,  
Catalogs, House Magazines—  
if prepared and used intel-  
ligently—can sell anything.  
**POSTAGE MAGAZINE TELLS HOW**

\$2.00 a year—12 numbers.  
18 East 18th Street, New York

**Direct-Mail  
Advertising  
and Selling**

In order to make this point clear to the observer a thermometer had been placed in the cooling chamber, which, by the way, had a glass door. A large magnifying glass, ingeniously held in position by a fixture clamped to the frame of the refrigerator, held the enlarging glass directly in front of the thermometer so that by bringing one's eyes into the direct line of vision the position of the mercury in the thermometer could be easily read.

It was interesting to see how many people patiently awaited their turn at the magnifying glass to satisfy their curiosity by seeing whether they could read the figures.

Many articles of complicated design or intricate mechanism could be advantageously displayed in this same way, like the works of a watch or the pattern of lace or design of silverware.

\* \* \*

"Molasses comes in two shades—light and dark—which do you want?" was the answer the Schoolmaster received when he stopped in at the corner grocery

**Market News**

A Monthly Trade Paper

FEATURING 5¢ to 15¢ MERCHANDISE

What have you to market that can be retailed from 5¢ to \$5.00?

Glad to work with you on merchandising and advertising possibilities. We reach only well-rated merchants.

458 BROADWAY, NEW YORK CITY

**PATENTS**

Patent claims on Patents, Trade Marks, etc., sent free. Our 74 years of experience, efficient service, and fair dealing, assure fullest value and protection to the applicant. The Scientific American should be read by all inventors.

MUNN & CO., 659 Woolworth Bldg., N. Y. Tower Bldg., Chicago, Ill., 625 F St., Washington, D. C. Hobart Bldg., 582 Market St., San Francisco, Cal.

**BUSINESS STATIONERY**

SAMPLES ON REQUEST

STEEL ENGRAVED or LITHOGRAPHED

MORRISON 236 Powers Building ROCHESTER N. Y.

for a can of molasses. The question was a stickler. To the Schoolmaster molasses was molasses just like "pigs is pigs." Furthermore, the grocer was busy; there was no time for an explanation of the difference between the two shades and your pedagogue simply took a random guess and chose the dark.

How many members of the Class knew that there are two shades of molasses? What is more important, how many know *why* there are two shades and what is the difference between them?

Undoubtedly the advertiser thought it one of those details "everybody knows." Which simply goes to show that the public is woefully ignorant of certain things and that it is never safe to say: "Oh, everybody knows that, so why waste space by mentioning it?"

### CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

**THE DRUCKER PRINTING CO.**  
133 Mercer Street, New York City

### Better Printing for Less Money

| Best Printing—Good Service                        | Booklets or Catalogs at Low Prices     |
|---|--|
| 1000 Printed Book Lettheads.....\$3.50            | 1000 Covers 6x6 1/2 up from.....\$4.00 |
| 1000 Printed Envelopes 2 1/2x3 1/2.....4.50       | 1000 Covers 6 x 9 up from.....6.00     |
| 1000 Printed Envelopes 4 x 6 1/2.....7.50         | 1000 Covers 9 1/2 up from.....10.00    |
| 1000 Printed Business Cards 2 1/2x3 1/2.....4.50  | 1000 Covers 12 1/2 up from.....18.00   |
| 1000 Printed Billheads 2 1/2x7.....4.00           | 1000 6-Page Booklets 3x5 1/2.....25.00 |
| 1000 Printed Statements 2 1/2x7.....4.00          | 1000 6-Page Booklets 4x5.....25.00     |
| 1000 Printed Post Cards 2 1/2x3 1/2.....6.00      | 1000 6-Page Booklets 6x9.....40.00     |
| 1000 Printed Shipping Labels 2 1/2x3 1/2.....4.50 | 1000 6-Page Booklets 9 1/2.....65.00   |

SAMPLES FREE

SAMPLES FREE

**E. L. FANTUS CO.** 525 S. Dearborn St. CHICAGO

THE MILL EDITION OF

**Concrete**

NEW TELEGRAPH BLDG, DETROIT

REACHES ALL THE BIG CEMENT MILLS & LIME PLANTS—WASTELESS CIRCULATION

## LET 'ER BUCK!

Made the Pendleton Round-Up famous and is the slogan of the county which raises one per cent of the world's wheat.

## THE PENDLETON TRIBUNE

Covers Umatilla County, Oregon, with its record per capita buying power, like a blanket.

## 2,846 CIRCULATION

In Umatilla County, is worth more than double that number in other sections.

## Don't Overlook Oregon!

Eastern Representatives:  
**G. LOGAN PAYNE CO.**

## Newspaper Advertising Manager

We know an excellent man with ten years' metropolitan newspaper, advertising agency and publishers' representative experience who wants to connect with a progressive publisher with complete control of local and national advertising.

Address

## Southern Publishers Exchange, Inc.

Newspaper Properties and Equipment  
12 North 9th Street, Richmond, Va.  
P. O. Box 1597

Let me place your

## FIRE, LIFE, ACCIDENT HEALTH, BURGLARY AUTOMOBILE

and every other form of Insurance

Telephone 0342 Fitz Roy

## Johnson M. Troxell INSURANCE

1 West 84th Street  
New York

## "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

#### SOLICITOR

Fast-growing and favorably-known New York Agency has opening for live wire controlling accounts. An excellent financial proposition plus vice-presidency to the right man. Give full particulars. Box 856, Printers' Ink.

Secretary-Stenographer with initiative, one capable of following up prospective advertisers by letter, wanted by Publisher's Representative. Permanent position, pleasant surroundings. Please state qualifications, experience and salary required. Box 857, Printers' Ink.

**WANTED**—Business manager for agricultural publication, with thorough knowledge of advertising circulation methods. Prefer one who can make some investment. This is one of the biggest opportunities we know of for a wide-awake, experienced farm paper man. Address Box 844, Printers' Ink.

#### RETAIL MERCHANTS

A large Minneapolis wholesale house has openings for two men who have either operated their own retail business or have managed syndicate stores. They should be men 28 to 35 years of age, who have sales ability.

In replying please give complete description of your business experience, with age and salary desired. Box 855, Printers' Ink.

### We Connect the Wires

bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, East, South and West. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

### MISCELLANEOUS

#### FREE LANCE COPY FOR

a candy corporation's Friday-Saturday sale was "partly responsible in making the most successful sale we have held"—ask "The Levelled Lance." Box 845, care of Printers' Ink.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City

### INCORPORATION IN ARIZONA COMPLETED IN ONE DAY

Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. Stoddard Incorporating Co., 8-T Phoenix, Ariz.

### Executive Partner Wanted

A congenial individual with capital and executive capacity can secure an interest in New York organization producing direct-mail publicity and house organs. Box 848, Printers' Ink.

**EDITORS**—Prominent Engineer writes Entertaining, Interesting, Instructive articles on subjects in field of Engineering, Economics, Industrial Relationships. Everyday language used. Assignments, or will select own subjects. Address Engineer, care of Mr. Cox, Room 312, 30 Church Street, New York City.

### How Can You Jog Mrs. Consumer's Interest?

An advertising woman with successful agency experience and an understanding of other women will write free-lance copy for sales letters or display advertising. Before she undertakes the work she will study your product completely and will offer sincere interest in your problem. Then, when she and Mrs. Consumer have talked the matter over, you will see results. Box 860, care of Printers' Ink.

### POSITIONS WANTED

**ASSISTANT EDITOR**, 26, one year newspaper experience. College man. Graduate study in economics and sociology. Pleasant personality. Address Box 866, Printers' Ink.

Secretary capable of handling correspondence and interviewing desires position with opportunity for assuming responsibility. Highest references. Telephone Fitzroy 1177, or write Box 854, P. I.

### Visualizer and Writer

The idea, layout, typographical arrangement and rough sketch plus a broad copy writing experience. New York man with an interesting story. Part or full time. Box 870, Printers' Ink.

### THE RIGHT MAN FOR THE RIGHT AGENCY

Young man, formerly head of own advertising agency on Pacific Coast, handling both national and retail accounts, desires agency connection (preferably in New York City), wherein he will be given unlimited opportunity to demonstrate experience and ability.

If you have "no opening at present" the "right man" has a proposition which will undoubtedly induce the "right agency" to make an opening for him. Write to-day for interview. Box 889, Printers' Ink.

**MAN WITH WIDE AGENCY EXPERIENCE AS MANAGER OF RATE, CHECKING AND PRODUCTION DEPARTMENTS DESIRES POSITION. BOX 858, PRINTERS' INK.**

#### **Business Ahead!**

In the new competition YOU need a competent assistant. Thorough, systematic, creative, research, promotion, house-organ. 24. Box 871, P. I.

**TRADE JOURNAL EDITOR** wants to do bigger things; quick analytic thinker; facile, versatile pen; widely versed in industry and economics; college graduate; 32. Box 849, care Printers' Ink.

**FREE LANCE** Copy and layouts for general or trade paper advertising, folders, booklets, etc. Expert typographer. Samples on request. Box 851, Printers' Ink.

Have university training, ten years in social work, executive ability, experience in writing to reach people, ability to see all sides of subject. Wish copy writing, New York agency. Box 859, Printers' Ink.

#### **OSGOOD**

is recognized as a forceful, result-producing copy writer. By writing letters that WIN, he can ADD TO YOUR SUCCESS. Salary or free lance. Box 850, Printers' Ink.

An advertising salesman—not merely a seller of space, but one who sells the advertising idea—desires a connection with a trade or technical paper on a salary and commission basis. Only a high-class publication, either A. B. C. or prospective applicant considered. I am 38 years old; college graduate; fine personality; now employed. Address Box 846, Printers' Ink.

#### **Worth Your While**

It's worth your while to consider this young man. He's had a good start in advertising—knows merchandising, copy writing, printing, engraving—and doesn't fear responsibility. His college education didn't hurt him a bit. Never mind the salary now—just write him care of Box 865, Printers' Ink.

#### **General Manager or Advertising Manager of Trade Publication**

is open for proposition. Twenty years' experience in both office and field. Good solicitor and copy writer. Competent buyer of printing and paper. Familiar with every detail of periodical publishing and can secure results. Excellent reason for desiring new connection. Available on 30 days' notice. Located in New York and prefers engineering or industrial field. Box 861, P. I.

**ARTIST**, house organ experience, decorative design, interiors, figure and landscape, black or color, lettering, drafting, desires position with advertising agency or commercial company. Box 867, P. I.

#### **Advertising Representative**

**SALESMAN** with two years' advertising sales experience desires to represent well-established progressive publication in New York City. Address Box 864, care of Printers' Ink.

**ADVERTISING SALESMAN**, experienced manager, successful producer in magazine, class and trade journal fields, wide acquaintance New York and Eastern territory, seeks engagement established publisher. Experience, record detailed in letter or interview. Box 853, Printers' Ink.

#### **AVAILABLE AT ONCE**

The services of a seasoned advertising man, Christian, 32. Lately advertising manager of a large manufacturing concern. A forceful writer and creator of attractive layouts and literature. Thoroughly conversant with various ramifications of printing, engraving, etc. General, enthusiastic, resourceful. Initial stipend \$60. Box 868, Printers' Ink.

#### **I HAVE EIGHT YEARS'**

printing and agency experience in mechanical production and copy writing. Typographer. Will be available Feb. 21st. Age 28. Box 852, Printers' Ink.

#### **ADVERTISING-SALES EXECUTIVE**

Now splendidly located with large corporation. Will change, preferably where he can sometime be more than an employee. A practical personal and advertising salesman. Writer and director of copy, sales letters, investigator, analyst, house-organ editor. Wide experience. Age 40, married, country-raised American. No objection to small town. Salary about \$7,500. Address: E. V., Box 872, care of Printers' Ink.

#### **Advertising Manager**

with real merchandising ability seeks position where sales problems require intensive development.

His past ten years' experience includes all phases of mechanical advertising, direct advertising—both broadside and personal letter, routine correspondence and efficient organization of sales administration, analyzing statistics and markets and the proper application of findings to sales development. Direction of big-calibre sales force in the field. Planning and direction of national advertising campaigns, including magazine, newspaper and billboard media. Development and merchandising of dealer helps with "use insurance."

He is a thorough student of merchandising and distribution, developed by hard work in the field. He is not a theorist. His past work is worthy of investigation and he is sponsored by men of reputation. Salary \$4200 per year. Box 847, care of Printers' Ink.

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## **Startling!**

**"Of 1920 failures 84 per cent were firms which did not advertise.**

**"There's an implied contract with the public in honest advertising which tends to keep a firm straight."**

*Wall Street Journal, Jan. 22, 1921.*

**Outdoor Advertising  
is a splendid form of  
business insurance.**

**Thos. Cusack Co.**

**Harrison and Loomis Sts.  
CHICAGO**

**Broadway at 25th St.  
NEW YORK**





**C**UT off from the world by snow and ice, several hundred men in distant Canadian forests are chopping down trees from which Chicago Tribunes will be made in 1921.

In a wilderness on the north shore of the Gulf of St. Lawrence, far down toward Labrador, The Tribune is carrying out a great work of pioneering and development.

Dams have been built, flooded out, and rebuilt; a power house has been constructed, washed away and rebuilt; docks have been torn to pieces while under construction, but others have taken their places. Discouragements and setbacks have been many, but success has finally been achieved.

As the trees are felled, they

are trimmed of branches, sawed to 12-foot lengths, and dragged by horses through deep snow to the frozen streams. In the spring they will be floated down to tide water, cut to 4-foot lengths at the saw-mills and loaded on steamers which will take them across the Gulf, up the St. Lawrence, through the Grand Lachine and other canals, then the length of Lake Ontario, and up the Welland Canal to The Tribune's paper mill at Thorold, Ontario, near Niagara Falls.

In every department—production—editorial—circulation—advertising—The Chicago Tribune is determined to forge ahead during this inspiring reconstruction period of 1921. Get your copy into The Chicago Tribune where it will rub elbows with enthusiasm and achievement. Not only The Tribune but The Tribune's readers are confident that 1921 will reward fighters.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation 450,000 Daily, 800,000 Sunday